...ABER 3, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNICAL DEPT.

strange things and true from WOR's own scrapbook of oddities

ONE THING AT A TIME, PLEASE

A TRIBE called the Bedui, flourishing in the interiors of Java, had definitely fixed feelings—about the numeral one. They only allowed themselves one piece of work a day.

1

WOR regards this as singular laziness. For in one day

WOR sells more
more often
for more people
to more people

than any other station in the United States.

CONSIDER THE ANTIQUE ALBATROSS

THE ALBATROSS was thought most wondrous for the distance it traveled. Rumor had it that it could be seen at a greater distance than any other bird. Therefore sailors looked upon it with special fondness.

As WOR travels to ¼ of the United States, it too is regarded with great affection by its many sponsors. And for good reason:

In one month 1 out of every 4 housewives listening to "Rambling with Gambling" bought the product he advertised.

YES, WE HAVE NO IMPORTED WITCHES TODAY

IN THE DAYS when witches were abroad, it was common fancy that same flighty ladies could journey to the East Indies in an egg-shell. Or if they were so inclined, negotiate a cross-country broomstick hop for 300 miles.

Nice, we think. But WOR can fly farther and faster. We can rocket your message to the Dominion of Canada and from Maine through Georgia—and talk to the majority of 36,000,000 people in 430 counties in 18 states. That's why more spot advertising was bought on WOR during the month of September than on any other New York station.

Gentlemen, if you prefer facts to fables, sales increases to sallies into the great unknown

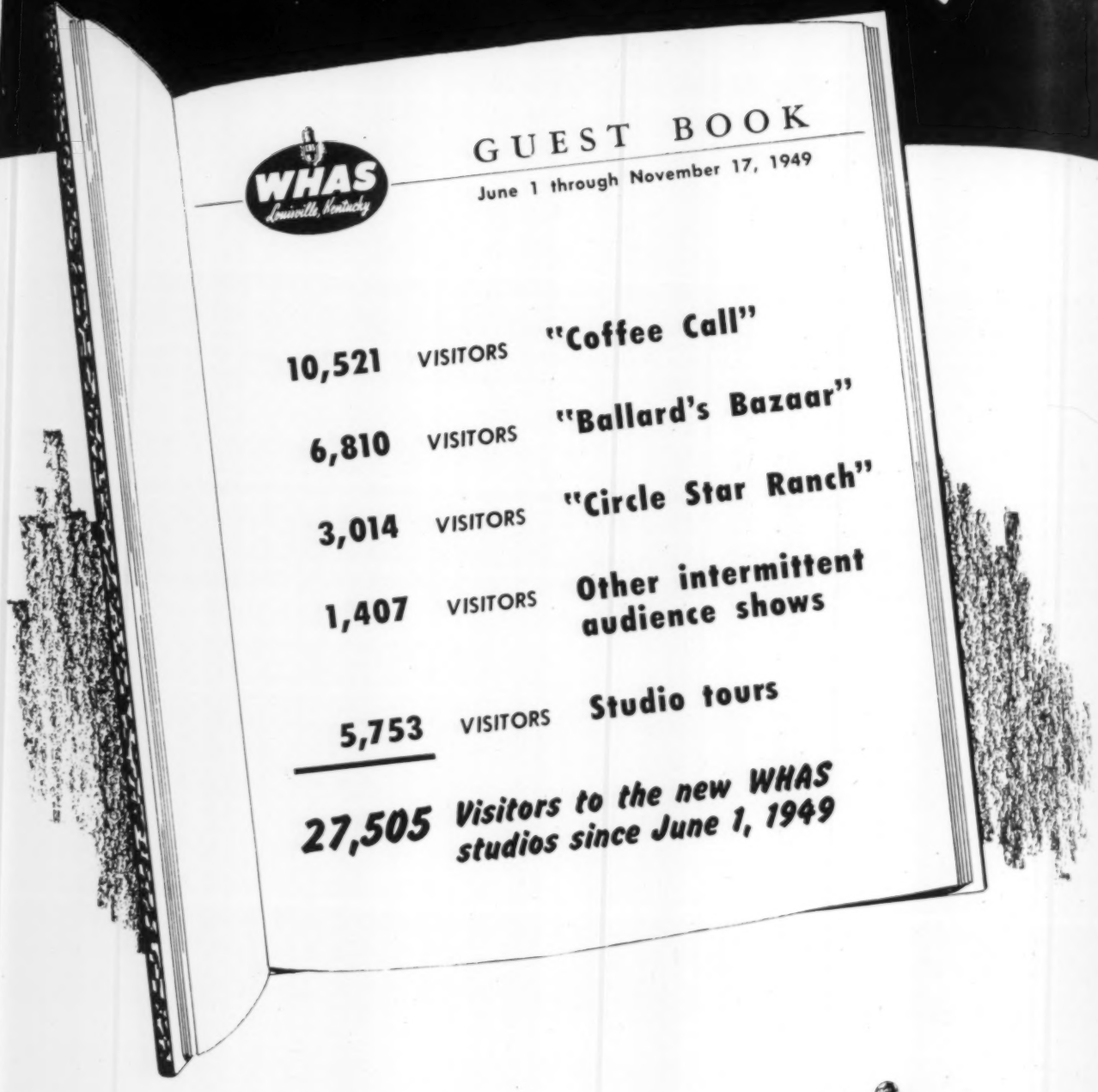
our address is:

WOR

that power-full station

at 1440 Broadway in New York

as a member of Society...


WHAS
Louisville, Kentucky
GUEST BOOK
June 1 through November 17, 1949
10,521 VISITORS "Coffee Call"
6,810 VISITORS "Ballard's Bazaar"
3,014 VISITORS "Circle Star Ranch"
1,407 VISITORS Other intermittent audience shows
5,753 VISITORS Studio tours
27,505 Visitors to the new WHAS studios since June 1, 1949

How Come? Filling the guest book is easy when a station's programming makes it an important member of society. Only people who listen and like what they hear will swarm into a station . . . as have our Kentuckiana friends in less than six months.

And don't forget, it's these people . . . and this programming . . . that give you sales results in Kentuckiana.

CBS

WHAS
Louisville, Kentucky

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES
VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

★ ★ ★

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising messages in programs (day and night) that get concentrated listening.

It's a simple, old fashioned radio advertising story designed to deliver product sales for the advertiser.

Ask your Petry Man for the Plan

Or call Yankee at Boston, COmmonwealth 6-0800

★ ★ ★

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FIRST QUICK scanning of 1949 time sales gives impression year's business will pass $402 million 1948 figure despite network dip. Local business at least equal to 1948 with spot apparently increasing. Network decline, curiously, just matches TV national time sales. TV local sales hard to figure.

CHRYSLER CORP., Detroit, through Ruthrauff & Ryan, New York, preparing heavy spot announcement campaign starting Dec. 26, to introduce new 1950 Dodge car. Schedule will include over 500 stations. Contract runs five weeks.

SALE of WNEW New York by Arde Bulova for gross in excess of $2 million (stripped net around $1,500,000) was formalized last week, but on terms varying from original plan [BROADCASTING, Nov. 21]. Bernice Judis and Ira Herbert will not acquire stock but have signed five-year contracts as executive vice president and vice president in charge of sales, respectively, with options to purchase minority interest. William S. Cherry, owner of WPRO Providence, retains substantial majority and two WNEW Inc. stockholders are added: Harry Playford, St. Petersburg banker and important airline owner (16⅔%), and Clem Randeau, former UP and Field Enterprises executive (about 5%). Half-dozen other stockholders in new WNEW Inc. will hold substantially same interests.

LARGEST contract yet for FM national business closed for six-station labor-liberal network under Kaiser-Frazer sponsorship through Wm. H. Weintraub, New York. Fifteen-minute five-day per week strip, amounts to more than $50,000 and was handled by Morris Novik, radio consultant. FM-ers, to carry program live or tape beginning Jan. 1: WFDR New York, WVUN Chattanooga, KFMV Los Angeles, WDET Detroit, WCUO Cleveland, WCFM Washington, latter a co-op, and others either ILGWU or AAU-CIO. News commentary probable but not definite.

CARTER PRODUCTS Inc., New York (Carter Little Liver Pills), through Ted Bates, New York, adding spot announcements Saturdays and Sundays on stations already carrying five-weekly announcements. Schedule being prepared now on 450 stations to start this week.

WITH big AM outlets starting to shed FM affiliates as bad investment, feeling grows that proposed FCC rule requiring increased FM operating hours may result in hearing that could spell life or death for entire FM industry by bringing into limelight sources of its troubles.

LATEST proposal looking toward economy in FM operation confronting FCC is that for

(Continued on page 78)

Upcoming

Dec. 5: FM Assn. Board meeting, Washington.

Dec. 5: National Institute of Municipal Law Officers, Muehlbach Hotel, Kansas City.

Dec. 5-6: NAB Dist. 14, Utah Hotel, Salt Lake City.

Dec. 14-15: NAB Dist. 17, Benson, Portland, Ore.

(Other Upcomings on page 26)

Bulletins

CBS announced late Friday Toni Co. renewed *Give and Take*, Saturday 1:30-2 p.m. though Foote, Cone & Belding. Metropolitan Life Insurance through Young & Rubicam also renewed *Eric Sevaried and the News*, Monday through Friday, 6-6:15 p.m.

GIANT ANIMALS, New York, (circus balloons) through Huber Hoge & Sons, New York, placing $80,000 radio campaign for pre-Christmas selling on about 100 stations, plus five quarter-hours weekly on MBS and four quarter-hours on ABC. Network shows are transcribed music programs.

NEW Arizona lineup, effective Jan. 1, announced by CBS Friday. KOOL Phoenix, KOPO Tucson and KCKY Coolidge, all Arizona, to join CBS Mountain Group replacing KOY Phoenix, KTUC Tucson and KSUN Bisbee. KOY ownership now has pending suit against CBS for specific performance of affiliation contract [BROADCASTING, Nov. 21].

MULLEN BUYS INTEREST IN TV FILM COMPANY

FRANK E. MULLEN, former NBC executive vice president, last Friday acquired substantial interest in Jerry Fairbanks Inc., TV film producer, and becomes chairman of board. Jerry Fairbanks continues president, and Russell Johnson, chief of film activities of NBC-TV New York, Jan. 1 joins firm as vice president.

Mr. Mullen, quarter-century radio veteran, will maintain his consulting office in New York as well as headquarters in Hollywood. He entered consulting practice last September when he resigned as president of G. A. Richards Stations (KMPC Hollywood, WJR Detroit, WGAR Cleveland).

Expansion of production facilities in Hollywood and New York planned. Firm will set up own distributing and station sales units. Mr. Mullen will direct company's business affairs with Mr. Fairbanks handling production and Mr. Johnson serving as board member and heading New York office.

JOINS McCANN-ERICKSON

ROBERT M. REUSCHELE, formerly with Headley-Reed Co., station representative, has joined McCann-Erickson, New York, as manager of radio-television timebuying.

Business Briefly

PILLSBURY ADDS ● Pillsbury Mills, M neapolis, Jan. 3 adds Cedric Adams comm taries 3:55-4 p.m. to across-board *House P* on CBS 3:30-3:55 p.m., giving sponsor half-hour five times weekly. Agency, Burnett Co., Chicago.

AMOCO RENEWS ● American Oil Baltimore, renewing *Carnegie Hall* ABC cert series for 13 weeks, starting in Janua Tues., 8-8:30 p.m. Agency, Joseph Katz Baltimore.

KING SPOTS ● King's Tropical Inn Fren Dressing, Los Angeles, Friday launched sp campaign (15 to 20 weekly) on KLAC sa city. Firm plans to add other western st tions shortly and expand to other areas next three months. Spots also carried KTLA (TV) Los Angeles. Agency, Ro Gardner & White Adv., Los Angeles.

SEMLER RENEWALS ● R. B. Semler In New Canaan, Conn., Jan. 4 renews Gabr Heatter on MBS Wed., 7:30-7:45 p.m., for weeks. Agency, Erwin, Wasey & Co., N York.

TOBACCO ACCOUNT ● U. S. Tobacco Co New York (Dills Best, Model, Tweed, Briar) renews for 52 weeks on MBS *Mar Kane, Private Eye*, Sun., 4:30-5 p.m., Kud Agency, New York, handles.

INTERIM PAYMENT PLAN FOR ASCAP TV MUSIC

TELEVISION industry's per program c mittee and ASCAP announced Friday tem rary TV music licenses would be extended fr Dec. 10 deadline to period of committee's n gotiations with ASCAP. Announced also t committee would recommend independent stations make interim payments to ASC during negotiations, subject to adjustment time stations sign either per program blanket licenses.

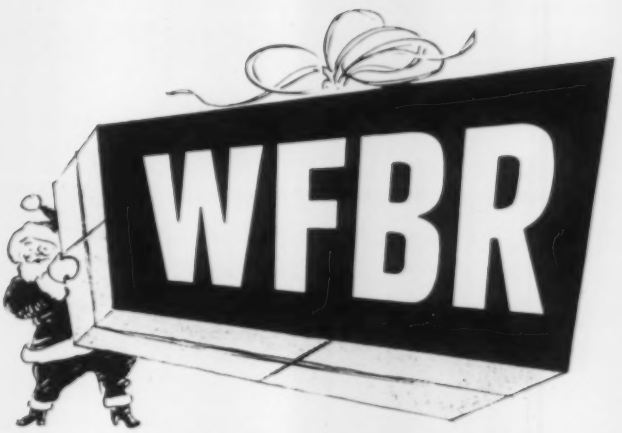
Interim payments to be flat, monthly f retroactive to Jan. 1, 1949, or date station w on air, and varying in amount according station's income bracket. ASCAP to send per program and blanket forms simultaneo and stations have 30 days after receipt to ma choice. Stations to be indemnified by ASC during temporary license period.

EDGAR BILL STRICKEN

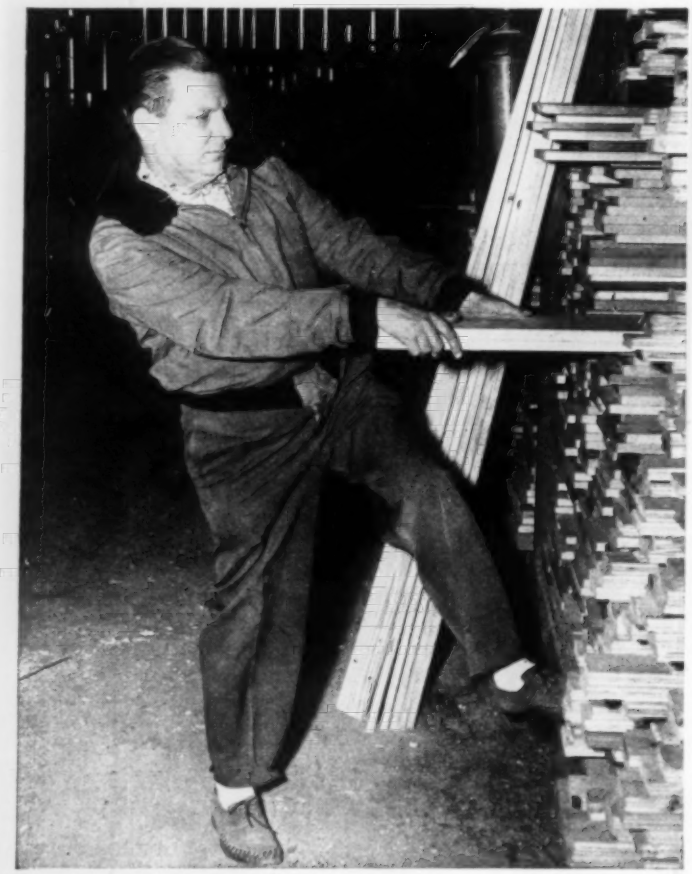
EDGAR L. BILL, president of WMBD Pe Ill., suffered serious heart attack Thurs night at Palmer House, Chicago, shortly af returning from International Livestock Ex sition. He was still under oxygen tent Friday and Dr. E. F. Addenbrooke, hotel p sician, said it would be dangerous to move to hospital. Mr. Bill went to stock show company with his wife and Mr. and M Merle V. Watson, of Peoria. Mr. Watson associated with him in National Radio P sonalities, Peoria enterprise.

XUM

The thought any client will appreciate most: select WFBR as the key Baltimore station on his 1950 radio schedule



ABC BASIC NETWORK ★ 5000 WATTS ★ BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



He Pulls Lumber Sales Out of Thin Air

Says Mr. O. T. Griffin, President of the Griffin Lumber Co., to Station WWSC, both of Glens Falls, New York: "We are glad to send you our signed renewal contract for our sponsorship locally of the Fulton Lewis, Jr. program for another year. We have been thoroughly convinced by results in sales of items promoted through this program that this tie-in with Fulton Lewis, Jr. is a most valuable medium to get our messages across. . . . We know that we must have the local audience because definite tests on merchandise advertised on this program have shown increases in sales . . . and we wouldn't trade the program for any other one on the air locally available."

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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IN THIS BROADCASTING . . .

U. S. Would Prefer No NARBA Under Cuban Demands 10
Cuba's Terms for Ether Peace 10
Ad Club Protests Arkansas Tax 10
Hooper's New Service Detailed 20
Radio Farm Editors Stress Selling 20
Bryson Resigns; Mickelson to CBS Post 22
Dist. 16 Would Drop NAB Convention 22
Lever Ad Post Changes Announced 24
Sheppard Plans Action on Network Rules 24
Coy Discusses FCC and Free Speech 28

Telecasting Section and Index, page 51, 53

DEPARTMENTS

Agencies	12	News	6
Allied Arts	42	On All Accounts	16
Commercial	40	On Dotted Line	24
Editorial	36	Open Mike	14
FCC Actions	68	Our Respects to	36
FCC Roundup	76	Production	44
Feature of Week	16	Programs	42
Management	38	Promotion	46
Network Accounts	11	Technical	48
New Business	11	Upcoming	78

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Elaine Cahn. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

New Business

LIGHTNER'S POULTRY FARM, Columbia, S. C. (Quality, Southern Chick and Lightner's Hatcheries) appoints Henderson Advertising Agency, Greenville, S. C. Plans are to begin extensive radio campaign Jan. 15.

CONTINENTAL SOAP Co., Chicago, for "bubbulated" Fazt, appoints Schwimmer and Scott, Chicago to handle spot radio campaign. Firm's other products, Cain's English Muffins, now using TV participations on WBKB Chicago with expansion probable.

THE HOUSE OF WESTMORE Inc., New York and Hollywood, appoints Harry M. Cohen Adv., New York, to handle advertising of its Westmore cosmetics.

ROMAN MEAL Co., Seattle, increases sponsorship of *Night Editor* to four Pacific Coast and 12 CBS mountain stations Sunday, 10:15-10:30 p.m., PST. Contract for 26 weeks. Agency: Guild, Bascom & Vonfigli, San Francisco.

SYLVANIA ELECTRIC Corp., New York, (Christmas tree lights and decorations) using extensive television spot campaign which started yesterday (Dec. 4). One-minute and 20-second announcements will be used on 32 TV stations in 21 cities from New York to Los Angeles. Albert Frank-Guenther Law Inc., New York, is the agency.

STANDARD OIL of CALIFORNIA announces its weekly *Standard School Broadcast*, now on NBC's 23-station Western Network and 35 other western stations, adds KENI Anchorage, KFAR Fairbanks, KINY Juneau and KTKN Ketchikan, Alaska, to line-up of stations. Contracts for 20 weeks.

GENERAL BAKING Co., New York, renewing time signal schedule for Bond Bread on WFIL-TV Philadelphia and WTVR (TV) Richmond. Agency: BBDO, New York.

MISS Shoe Stores, Los Angeles, starts sponsorship of half-hour weekly *Flying Feet* on seven ABC California stations Saturday 10-10:30 a.m. PST. Contract is for 52 weeks. Agency: Honig-Cooper Co., Los Angeles.

GENERAL CONTROLS, Los Angeles (home thermostats), today (Dec. 5) starts two weekly spots on WTMJ-TV Milwaukee. Firm recently started similar schedules on WDAF-TV Kansas City, and KTLA (TV) Los Angeles with plans to extend to other stations later. All contracts for 52 weeks. Agency: Hixson & Jorgensen Inc., Los Angeles.

Network Accounts • • •

GILLETTE SAFETY RAZOR Co., Boston, signs for exclusive airing Dec. 31 of Blue-Gray annual football game from Montgomery, Ala., over full MBS network. Agency: Maxon Inc., Detroit.

CAPEHART-FARNSWORTH Corp., Ft. Wayne, Ind., to sponsor annual Christmas day presentation of Lionel Barrymore in *Christmas Carol* over full MBS network. Show aired from 3-3:30 p.m. J. M. Mathes Inc., New York, is agency.

QUAKER OATS Co., Chicago, sponsors *Quick As A Flash*, Mon.-Wed.-Fri. 11:30-12 noon on 211 ABC stations. Show replaces Quaker's sponsorship of *Talk Your Way Out of It*. C. J. La Roche & Co., Chicago, is agency.

Adpeople • • •

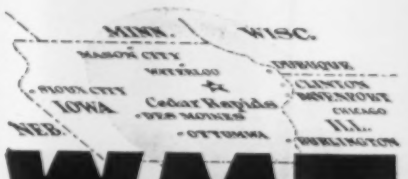
EDWARD GORMAN, formerly assistant manager of Swift & Co. dog food department, appointed associate advertising manager for Gaines Dog Foods, a General Foods Corp. subsidiary, Kankakee, Ill. He succeeds **W. B. WHITE**, who resigned to join Leo Burnett Advertising Agency, Chicago.

J. W. CLISSOLD, formerly in charge of consumer products for Standard Brands Inc., New York, appointed director of sales for Anahist Co. Inc., Yonkers, N. Y., new manufacturer of anti-histamine cold tablets. Mr. Clissold simultaneously announced appointment of **M. G. FOLENSBEE**, formerly regional sales manager for Standard Brands, as Anahist's manager of wholesale and chain drug sales, and **CLYDE G. WILLIAMS**, previously account executive at Murray Breese Assoc., New York pharmaceutical advertising agency, as manager of industrial and institutional sales.

WMT plows fertile ground in Oasis (IOWA)

You gotta look fast when you pass Oasis. It's small . . . and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTland put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Washington's First Lady of Radio

Ruth Crane

whose popular program

"THE MODERN WOMAN"

11:30 a.m. to 12 noon—Monday thru Friday

. . . is heard by more people* than any other woman's participating program in the rich Washington area . . . and judging by year after year renewals of such top accounts as Birdseye, Bon Ami, Celanese, My-T-Fine etc. etc.—it's the advertiser's favorite, too!

At right, Ruth Crane talks with "Modern Woman" announcer Jackson Weaver, one of Washington's most popular M.C.'s, and Mary Burnham, Assistant Director of Women's Activities and the "Modern Woman" food expert.

*American Research Bureau (Oct. 15-13, 1949)

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies

MARSHALL HURT, formerly vice president of Bauerlein Adver Agency, New Orleans, joins executive staff of Walter Weir Inc., York. He previously was with Wendell P. Colton Co., Elmo Roper both New York, and was on Ford account for McCann-Erickson Inc.

JOSEPH FIELD, assistant publicity director for Compton Adv., New appointed publicity director of agency succeeding **VIRGINIA TRAVERS,** leaves to become managing editor of Alho and D-A publishing compan

PHILIP F. BERNE, formerly advertising director for Goldenberg's De ment Store, Washington, appointed account executive for Kal, Erlich & Me Inc., Washington. He succeeds **RALPH EASTON,** resigned.

MATTHEW CALDERWOOD, in J. Walter Thompson Co.'s New York offic past several years, transferred to its Detroit office to head traffic and p duction department there.

NORINE FREEMAN named director of radio and television planning at W Doner Agency, Chicago. Working with her is **ARTHUR PICKENS,** form of Schwimmer & Scott, also Chicago.

PATRICIA M. RANDOLPH, assistant radio and TV director of Adrian Ba Advertising Inc., Philadelphia, appointed director of radio and televis

SCOTT KECK, former NBC Central Div. manager of radio recording, j Henri, Hurst and McDonald, Chicago, as radio and television director.

DUANE JONES, president of New York agency bearing his name, spoke 29 at meeting of Washington, D. C., Advertising Club.

BASS-LUCKOFF AGENCY, Hollywood, changes name to **Louis Bass Co.,** Mr. Bass serving as manager. Firm remains at 439 S. La Cienega Blvd.

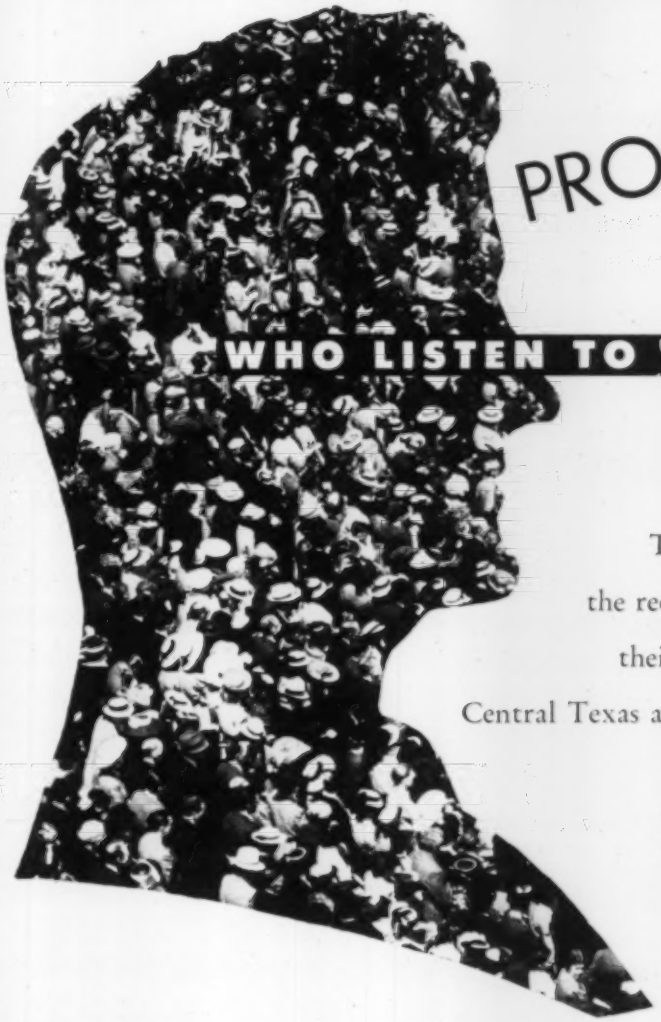
CHET BROUWER transferred from Chicago office of N. W. Ayer & Son Hollywood office. He will handle publicity on CBS *Carliss Archer* show act as agency representative on NBC *Lassie Show.*

WILLIAM ROSS FRY joins Brooke, Smith, French & Dorrance, Detroit, a creative supervisor.

ROCHE-ECKOFF & Assoc., Hollywood, moves to new quarters at 6705 Sun Blvd. Telephone: Granite 3192.

THESE New York advertising agency representatives took a leading par planning nation-wide radio show tie-ins for this year's Red Feather campa [BROADCASTING, Nov. 28]. Seated (l to r) are: Frank Barton, Federal Adverti Agency; Anne Bright, J. Walter Thompson Co.; Philip Cohen, Sulli Stauffer, Colwell & Bayles. Standing, Henry Weber, Community Chest America; Harold McClinton, N. W. Ayer & Son; Emma Mae Roberts, C munity Chests of America; Tom Slater, Ruthrauff & Ryan.

XUM



PROFILE OF PEOPLE

WHO LISTEN TO "THE EARLY BIRDS"...

Thirty thousand seven hundred people entered the recent *Early Birds'* Contest . . . people who make their homes in 1,080 cities and towns in North and Central Texas and Southern Oklahoma. You can't type them for they include doctors, lawyers, politicians, housewives and youngsters . . . every one who wakes up to radio in the growing Southwest. They're loyal, too . . . have listened to this early morning variety show for six to nineteen years. If you'd like to know more about this contest with proof of sponsor identification on *"The Early Birds,"* just paste the coupon, at left, on a penny postal, fill in your name and address, and mail it to

Station WFAA
1105 Santa Fe Building,
Dallas, Texas.

Gentlemen:

Please send me complete statistical data on *"The Early Birds"* contest.

NAME_____

ADDRESS_____

CITY_____ STATE_____

PREMIER STATION OF THE SOUTHWEST

WFAA and WFAA FM.

Martin B. Campbell, General Manager

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

Represented Nationally by Edward Petry and Company

Lauds 'Foreign Market'

EDITOR, BROADCASTING:

Please accept congratulations . . . on the fine article by Herman Brandschain on the "Foreign Radio Market.". . .

While radio, per se, is recognized as a mighty sales weapon, it is even more so in foreign markets due to the high rate of illiteracy in many foreign countries. . . .

Brandschain's article did a wonderful job within space limitations. We feel he might have mentioned South Africa. There is only one commercial radio station now serving this market of over 500,000 licensed radio homes. Lourenco Marques Radio carries advertising for many top-flight American manufacturers. . . .

Another important market is Puerto Rico.

Arthur Gordon
Radio Sales Manager
Pan American Bestg. Co.
New York

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Feather in WPWA's Cap

EDITOR, BROADCASTING:

Page 65 of your (Nov. 28) issue gives a lot of credit to Philadelphia AM and TV stations for their cooperation with the Red Feather Drives. In Chester, WPWA got in the swim with the *Chester Times* whose Skipper "Scoop" Al Hill also headed the drive.

The result was 107% of our quota two days before the drive ended. Sorry to say, Philadelphia fell short by quite a bit. This is just another instance of a job well done by a local radio station (WPWA) while the big boys in Philadelphia are busy taking bows. Like all shadows, they can be seen but never felt.

Lou Poller
President
WPWA Chester, Pa.

[EDITOR'S NOTE: Hats off to WPWA —and to all of the hundreds of other stations which cooperated in the Red Feather drives. As noted in the Nov. 28 story BROADCASTING rounded up typical examples which had been reported to us.]

Wants Luggage Data

EDITOR, BROADCASTING:

I have a luggage store in Santa Barbara (whose population is more than 50,000), which insists that newspapers can do a better selling job than radio.

The owner wants success stories of retail luggage stores who have used radio successfully. If any of your readers can furnish me with this information, I know we should all benefit from another satisfied user of radio advertising.

Bill Simpson
Sales Manager
KTMS-KCOY Santa Barbara, Calif.

More On Xmas Music

EDITOR, BROADCASTING:

. . . Dave Baylor's letter [BROADCASTING, Nov. 28] is taking altogether too much of my thinking time. . . .

If I didn't know Dave and had only his letter on which to judge him, I'd set him up as an octogenarian dyspeptic who held a grudge against Santa because of non-delivery of roller skates the Christmas after he learned to walk. As it is, knowing Dave as I do, I believe he has merely stepped off on the wrong foot somewhere.

Christmas music is a tradition. From the days of the old wind-up tin-horn phonograph, I've been hearing Christmas music from about December first. . . .

. . . Frankly, I believe that Dave's letter is an admission that he has lost control of his programming and production. I believe his argument is with poor programming and production rather than with Christmas music. Christmas music such as "Adeste Fidelis" and "Silent Night" will not be used as fill or incidental music on any station that maintains control of its programming, which means that it will NOT be used as such on this station. If our competitors want to use it that way, I have no objection at all. By comparison it makes our production sound that much better.

Come on Dave, take a bi-carb and let's think this Christmas music proposition out again.

Bob Maynard
WSVS Crewe, Va.

Community Sponsor

LATEST to come under the heading of sponsorship is a San Fernando Valley (Calif.) community advertising itself. The group is sponsoring the ABC co-op *Martin Agronsky* five quarter-hours weekly on KECA Hollywood to advertise the advantages of living in Encino Park. The area is a community project in the San Fernando Valley.

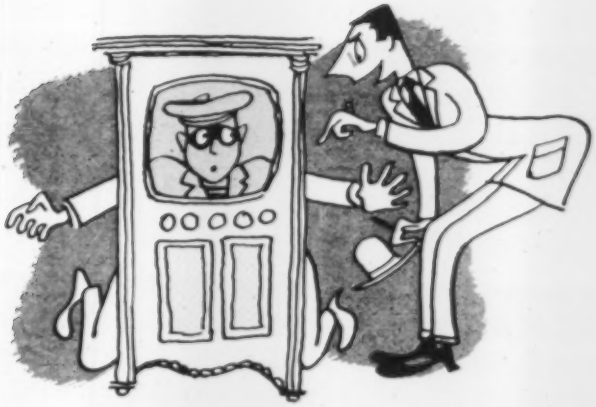
THE BRANHAM COMPANY

representing

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES



TV stole what PM audience from what AM?

In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —

But what stations?

Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."

On the other hand, one Boston station held its evening audience — and even *gained* listeners against TV competition. This *independent* station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.

Now with TV in the picture, Boston's fastest growing station *continues* to be your surest, best buy in Boston radio.

Here's what TV did to Boston Evening Radio Listening...

Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.

Share of Audience May through September

Evening Sunday through Saturday 6:00 p.m.—10:30 p.m.

		Network Stations				
	Homes Using Sets	A	B	C	D	WHDH
1948	26.2	21.8	12.0	20.7	14.0	23.8
1949	25.0	16.0	9.4	18.7	9.8	24.2
Audience change		−5.8	−2.6	−2.0	−4.2	+0.4

Owned and operated by the Herald-Traveler

BOSTON · 50,000 WATTS

Represented Nationally by John Blair & Co.

WHDH

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Clair R. McCollough, Managing Director

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · San Francisco · New York · Chicago

STEINMAN STATIONS

Feature of the Week

JACK STERLING, the audacious young man who a year ago stepped into a big pair of shoes in early-morning radio when he succeeded to Arthur Godfrey's place on WCBS New York, fortnight ago was celebrating his first anniversary on the station. WCBS took time from counting the abundant revenue from his show to give him its most fervent wishes for happy returns of the day.

When Mr. Godfrey quit his early stint on WCBS to concentrate on business at more reasonable hours, WCBS lost its biggest single meal ticket. By last week G. Richard Swift, general manager of the station, happily reported that WCBS now was netting more from Mr. Sterling's show than it had from Mr. Godfrey's.

At the time Mr. Sterling took over the job, the station dropped its rates on the 6-7:45 a.m. period from the $135 per one-minute announcement, charged during Mr. Godfrey's seven-year service, to $100 a minute. Within three months the Godfrey rates were restored.

Mr. Sterling about to begin his early WCBS stint.

* * *

Mr. Sterling's commercial volume is still not quite up to the remarkable Godfrey record. As of last week 106 announcements per week were sold on Mr. Sterling's Monday-Saturday program. Mr. Godfrey's weekly average was 120. Owing to lower program costs since Mr. Godfrey's departure, however, the net revenue derived by the station is higher.

In the course of his year's service, Mr. Sterling has produced a number of sales successes which the

(Continued on page 74)

On All Accounts

IT WAS INEVITABLE that Harriet Brewer's kid brother should have looked to radio for a career. As a boy in short pants, Billy Brewer had watched Harriet perform in Northwestern U. musicals, and he was an avid student of broadcasting techniques by the time the famous Chicago contralto had moved into stardom on *The Northerners*, *Hymns of All Churches*, and the *Chicago Theatre of the Air*.

The future radio-television director of R. J. Potts-Calkins & Holden Agency, Kansas City, made his debut in the entertainment world when he produced "H. M. S. Pinafore" at Tabor Academy, a prep school for Dartmouth at Marion, Mass. When he by-passed Dartmouth to enroll at the U. of Arizona, due to illness in the family, he not only continued his musical activities, he broke into the "real thing" at KVOA Tucson. He wrote copy, announced dance band remotes (was a "fair-to-middlin' drummer and crooner" himself), and handled disc shows on KVOA for four years.

BILL

Bill Brewer grew up in Woodstock, Ill., on the outskirts of Chicago, and he returned to the Windy City in 1941 to enter network radio via the NBC page-boy route. But he wasn't a studio guide for long. NBC found him a valuable addition to its Transcription Production Dept., where he built and directed record shows on WMAQ and WENR. Within a year he had been promoted to night program traffic manager, responsible for general operations during the evening.

During the later years of World War II, Bill fought with the 34th division in Italy, and after the cessation of hostilities remained with the division as head of its Public Relations Section. He not only founded the division's radio station, but a daily newspaper as well. Under his direction, the station grew from a three-man, four-hour operation to 30 personnel and an 18-hour daily schedule with 40% live programming.

Returning to NBC Chicago in 1946, Bill was named assistant continuity editor. In addition to preparing copy for airing, he was responsible for maintaining company policy on all broadcasts. This work brought him in contact with clients and agencies, and by the fall of 1947 he had become an account executive in NBC-Chicago's sales department. He has handled

(Continued on page 74)

Hooper* Says:

WSJS STAYS ON TOP!

- Morning
- Afternoon
- Evening

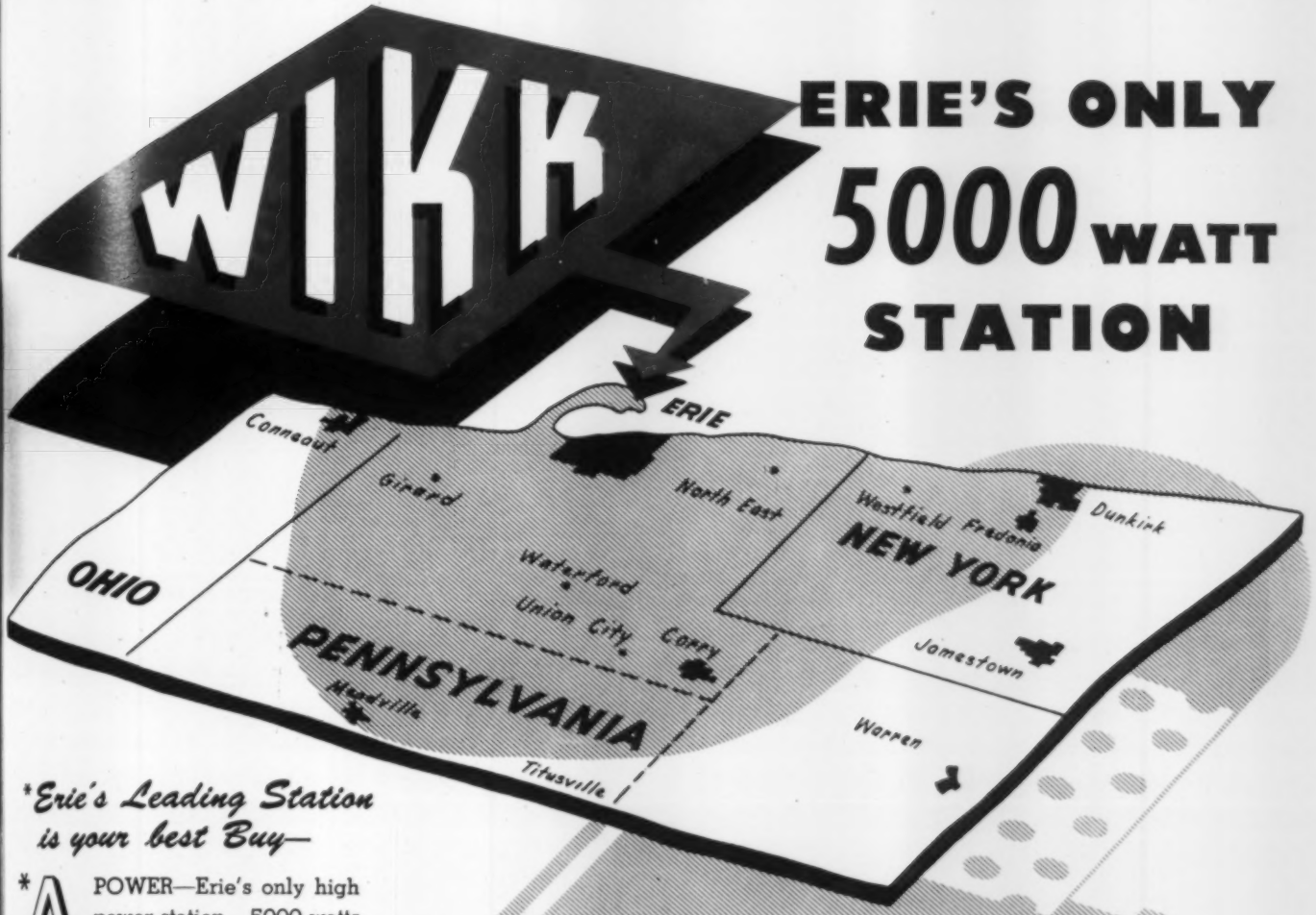
*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

No. 1 MARKET IN THE SOUTH'S No. 1 STATE

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATION

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY



Erie's Leading Station is your best Buy—

*A POWER—Erie's only high power station. 5000 watts day and night.

*B COVERAGE—Full regional coverage blankets the entire Erie retail market.

*C PROGRAMMING—Tops in local programming plus ABC Network gives listener preference—check our latest Hooper.

WIKK reaches a larger audience than any other media in Erie, the 74th market in the nation, and Erie County. Its full time 5000 watt signal blankets all of this rich Northwestern Pennsylvania market, plus portions of Ohio and New York State. This means more listeners per dollar when you're on WIKK. The roster of advertisers who consistently use WIKK for full market coverage tells its own story. You, too, can increase distribution—establish brand preference—and build sales when your radio message is on Erie's only 5000 watt station.

Phone your Taylor Borroff Office now. Check the current availabilities and their ratings on WIKK first.

Greatest
ADVERTISING MEDIUM IN THIS MARKET

National Representatives

TAYLOR BORROFF & CO., INC.

new york
chicago
atlanta
dallas
san francisco
los angeles
portland

ABC affiliate

Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W·I·T·H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W·I·T·H story. Because W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. *In addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in taverns, 67.3% were tuned to W·I·T·H!*

Call in your Headley-Reed man today and get him to tell you all about W·I·T·H.

WITH

BALTIMORE, MARYLAND

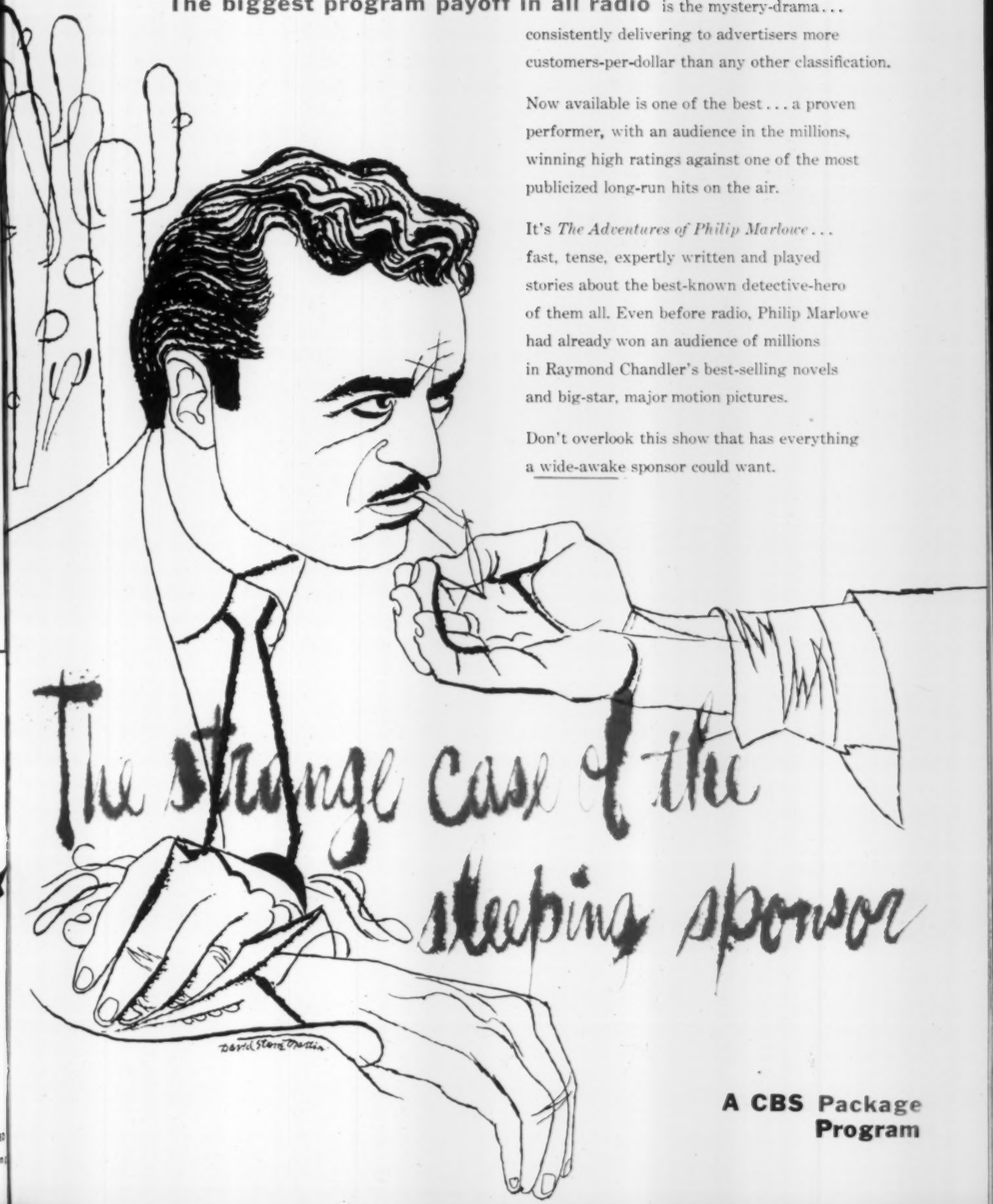
TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

The biggest program payoff in all radio is the mystery-drama... consistently delivering to advertisers more customers-per-dollar than any other classification.

Now available is one of the best... a proven performer, with an audience in the millions, winning high ratings against one of the most publicized long-run hits on the air.

It's *The Adventures of Philip Marlowe*... fast, tense, expertly written and played stories about the best-known detective-hero of them all. Even before radio, Philip Marlowe had already won an audience of millions in Raymond Chandler's best-selling novels and big-star, major motion pictures.

Don't overlook this show that has everything a wide-awake sponsor could want.



A CBS Package Program

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (130)	Quaker Oats Roy Rogers Show (309)	Catholic Hour S
6:15	Seeman Bros. Mus. Headlines (218) R	"	"	"
6:30	Harmel Co. Harmel Girls (222)	C-P-P Our Miss Brooks (1,2) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (132) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (150)	The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	"	"
8:00	Old Gold Stop the Music (172)	Coca-Cola McCarthy Show (182) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Enchanted Hour	U. S Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Curtiss Archer (153)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (234)	"	"	"
9:30	Burton-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Aspirin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (73)	Carnation Co. Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dance Orchestra S	Don Wright Chorus	Pet Milk Kay Armen (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (148)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Waltham Watch Share the Wealth (21)	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (158) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Wood S	"	"	"
9:00	Kate Smith Calls S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	"	"	Crime Fighters	Cities Service Band of America (82) N
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pepsodent My Friend Irma (176)	Commentators MBS Newsreel	Dean Martin & Jerry Lewis S
10:15	TBA	"	"	"
10:30	Roller Derby S	R. J. Reynolds Bob Hawk (163)	Dance Music	TBA
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (142)
7:30	Anahist Counter-Spy (60)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter (135)	Tuni Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P TimPwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Baby Snooks (153)
8:45	"	"	"	"
9:00	"	Life with Luigi S	John Steele Adventurer	Lever-Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Sammy Kaye Orchestra	Dance Orchestra	Brown & Wmsn People are Funny (164)
10:45	C. of C.	"	"	"

BROADCASTING

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Scruton Co. V. Lindlahr (65)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	TBA
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (81)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G. Welcome Travelers (142)
10:15	"	Toni & Wildroot Arthur Godfrey (173) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (148)
10:45	*See Footnote	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	General Mills Modern Romances (126)	Liggett & Myers Arthur Godfrey (179) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	TBA
11:30	Pick a Date with Buddy Rogers	Contin'l Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (89)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	"	Lever Bros. Aunt Jenny (84)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (166)	Burrus Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (159)	G. Heatter's Mail Bag	TBA
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (105)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn People are Funny (17)
9:45	"	Garden Gate S	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (15)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros. Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (166)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen. Sta (150)	Smoky Mt. Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Mutu. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Mutu. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Harmonaires S	News L. Lesueur S	Mel Allen	"	6:45
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis Jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Remember S	Johnny Dollar S	Hawaii Calls S	"	7:00
Dinner Date S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)	Co-op Bert Andrews	"	"	"	7:15
E. E. Stratton Gabriel Heatter (215)	Park Sheraton Hotel Orch. S	Anatol Counter-Spy (60)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter (135)	Art Van Damme Quintet S	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.	Chanda S Start: 12 17	R. J. Reynolds Vaughn Monroe (163)	Hellbras Quack As A Flash (400)	Rich'd Diamond Private D'tective S	7:30
I Love A Mystery	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	"	"	735 E Kennedy Chamberlain	"	7:45
Can You Top This S	Patty Morris This Is Your Life (144) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F. Jelly Aldrich Family (147) R	Norwich Pharm. Fat Man (156) R	Gen. Fds.-Sanka The Goldbergs (151) R	Russ Morgan Show	Schlitz Halls of Ivy Start: 1 6 (146)	Superman S Start: 12 17	Wrigley Gene Autry (169)	Duncan Metzl 20 Questions (581)	Am. Home Prod Hollywood Star Theatre (129) H	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft Foods Great Gildersleeve (151)	Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (151) R	Mail Pouch Fishing & Hunting Club (133)	G. F. Maxwell Father Knows Best (154) H R	Equitable Life This Your FBI (221) R	Gen. Fds Jello My Favorite Husband (153) R	Music	Gulf Refining We the People (115)	TBA	Philip Marlowe S	Take A Number	P & G—Oxz Truth or Consequences (141) R	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Mr. Feathers	Bristol Myers Break the Bank (163)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (152) H	Heinz, Advstrs. of Ozzie & Harriet (207)	Am. Tob. Co. Tan, Leave it to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)	Dick Jurgens S	General Foods Gangbusters (84) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist. Attorney (163)	"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (158)	Pac. C. Borax The Sheriff (131)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	Lee Hats J. Montgomery (264)	"	"	"	Ch. Spark Plug Roll Call (21)	"	"	"	"	"	"	"	9:45
Commentators MBS Newsreel	Am. Oil Co. The Big Story (164)	Arthur Meets Critics S	Hall Bros. Hallmark Playhouse (158)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como (163)	Gillette S. R. Co. Gillette Fights (278)	Young Love S	Commentators MBS Newsreel	Sunoco Doctor's Playhouse S	Philips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	10:15
Dance Music	Mars Candy Curtain Time (145)	Someone You Know, Mental Health Series S	Rosefield Skippy Hollywood Theater (54)	Dance Music	Dragnet L&M-Fatima (148) H	"	Capitol Cloak Room S	Dance Music	Sal.-Palm.-Post Sports Newsreel (139)	Shamrock Hotel Bands S	Carter Prod. Sing It Again (123)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	"	"	"	"	"	Pro & Con S	"	Luden's Sing It Again (149)	"	"	10:45

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
[illegible]	American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (93)	Music	Co-op News George Hicks S	Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Voices and Events S
"	Michael O'Duffy	"	Listen to This S	P & G Guiding Light (85)	Checkerboard Jamboree	The Playboys	"	"	"	"
[illegible]	Chamber Music	NBC Theatre S	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Ladies' Fair	Campbell Soup Double or Nothing (132)	Texas Co. Met. Opera (235)	Borden County Fair (167)	Dance Music	Music
"	"	"	"	P & G Perry Mason (114)	"	"	"	"	"	"
[illegible]	Co-op Bill Cunningham (55)	"	Sterling Drug Bride & Groom (201-204) R	Toni Co. Nora Drake (155)	Queen for A Day	General Mills Today's Children (73)	"	TBA	"	"
"	Veteran Wants to Know S	"	"	P & G Brighter Day (82)	"	General Mills Light of World (73)	"	"	"	"
[illegible]	Treasury Variety Show	One Man's Family S	See Footnote	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (149)	"	Cross Section U.S.A.	"	Pioneers in Music
"	"	"	"	Miles Labs. Hilltop House (129)	"	P & G Road of Life (149)	"	CBS Farm News	"	"
"	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (162)	Philip Morris Ladies Be Seat'd (209) *	Garry Moore Show S	"	P & G Pepper Young (153)	"	Adventures in Science	"	"
"	"	"	"	"	"	P & G Right to Happiness (152)	"	Report From Overseas	"	"
"	General Foods House Mystery (482)	Living—1949	Pillsbury Mills Galen Drake (216)	"	Miscellaneous Programs	Sterling Drug Backstage Wife (148)	"	TBA	Dunn on Disc	Music
"	"	"	Tune Trio S	"	"	Sterling Drug Stella Dallas (146)	"	"	"	"
[illegible]	Wm. Gargan Private Investgr. (388)	Voices and Events S	Melody Promenade S	Treasury Bandstand S	Hoedown Party	P&G Co. Lorenzo Jones (143)	"	"	"	"
"	"	"	"	"	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"
[illegible]	Grove Labs. D.L.&W. Goal The Shadow	Radio City Playhouse S	See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (81)	Tea and Crumpets	"	TBA	"
"	"	"	"	"	National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)	"	"	"	"
[illegible]	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (165) N	"	Hugo Mafair's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	"	Make Way for Youth S	Dance Music	Report on America S
"	"	"	"	Miles Labs. Curt Massey Time (142) R	Capt. Midnight Wander (161) *	Whitehall Front Page Farrell (59)	"	"	Hallicrafter Hollywood Quiz	Hunt Club Dog Fd., Confidential Closeups (60)

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC
4:30-10 PM Thurs., Personality Portraits, 8; 10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.
10:30-11 PM Sat., Irving Fields in East.
10:45-11 AM Mon., Wed. & Fri., Serutan Co., J. Lindsay, 48 stations.
10:45-11 AM Tues., Club Aluminum Products Co., Cora Tuss, 63 stations.
10:45-11 AM Wed., Radio Offers Co., Boomerwise Moneymaker, 58 stations.
10:45-11 AM Doubleday & Co. and the Radio Offers Co. alternate in sponsoring a 15 minute program.
11:30-11:45 AM Tues., Pick A Date, Radio Offers Co. and Doubleday & Co., alternate sponsoring over 91 stations.
11:30-12 Noon, Wed. & Fri., Pick A Date, Radio Offers Co. and Doubleday & Co. alternate sponsoring over 91 stations.
12:30-12:45 PM Mon.-Fri., Walter Kiernan for Radio Offers Co. and Doubleday & Co. alternate sponsoring over 91 stations.
1-1:15 PM Tues., Thurs., Sidney Walton Radio Offers Co. and Doubleday & Co. alternate sponsoring over 91 stations.
1-2:30 PM Mon., Wed. & Fri., Quaker Oats, Take Your Pick Out Of It over 208 stations.
1:30-1:45 PM Mon.-Fri., Westinghouse sponsors Ted Malone, 125 stations.
1:45-2:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.
1:45-2:30 PM Tues. & Thurs., Green Harvest, 8.
2:30-3 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Dexter Foods sponsoring Sky King, 202 stations for both.
CBS
12:30-12:55 AM Sat., Bozman Bros., Allan Jackson News, 164 stations.
11:30-11:45 AM Sun. Animal Fdtn., Allan Jackson News, 82 stations.
4:25-4:30 PM News.
MBS
3:15-3 PM Mon.-Wed.-Fri., E. Johnson, Bymore, 488 stations.
4:30-5 PM Mon.-Fri., Bill Henry & the News, Jones-Hawkins, 91 stations.
4:45-5 PM Mon.-Fri., Alex Drier, Shelly Oil Co., 14 stations.
12:15-12:30 PM Tues., Thurs., Sat., Scenes For Singing, This Farming Business, Pure Oil Co.
12:15-12:30 PM Tues., Thurs., Sat., Scenes For Singing, Downey, Coca-Cola Co., 148.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
December 5, 1949
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XUM

Looking for the biggest?

In New York the biggest share-of-audience two to one is WCBS

Each new survey makes the story stronger: New York listens *most* to WCBS. Morning, afternoon, and evening—in both Pulse and Nielsen—WCBS leads by a wide margin. And in the latest Nielsen, WCBS' *total day* share-of-audience is:

32% greater than network station B's
74% greater than network station C's
82% greater than network station D's
153% greater than independent E's

Such distinct listener preference directly reflects WCBS' better programs—network *and* local—from *Jack Sterling (6-7:45 a.m.)* through *Starlight Salute (11:30 p.m.-midnight).*

Plain to see your sales message belongs on the station the most people listen to most!

BROADCASTING
TELECASTING

Vol. 37, No. 23 WASHINGTON, D. C., DECEMBER 5, 1949 $7.00 A YEAR—25¢ A COPY

CUBAN CHANNEL RAID

U.S. Advisors Prefer No NARBA

THE FATE of NARBA and the threat of ether war hung in the balance after the U.S. industry advisory delegation to the Montreal NARBA conference voted 6-to-4 last Thursday to reject Cuban terms for ether peace.

The State Dept. is expected to decide after conferences with FCC early this week whether to accept the Cuban proposals for the sake of effecting a treaty or to reject them and abandon hopes for a treaty.

State Dept. inclinations traditionally favor operation under international agreement, though this time a division of opinion loomed in view of the far-reaching Cuban demands, officially disclosed last Monday.

On Capitol Hill, Senate Majority Leader Scott W. Lucas (D-Ill.) served notice he will call for "an investigation with the purpose of preventing ratification" of any treaty incorporating Cuba's proposals.

Johnson Withholds Comment

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, withheld public comment on the Cuban demands but implicitly opposed acceptance now by saying the Mexican and Cuban proposals should be considered together, not separately. Mexico is not participating in the conference.

Cuba's proposals, the latest in what reportedly has been a series of demands advanced during the conference, include:

- Rights on three additional U.S. 1-A clear channels and power increases on three others.
- Establishment of Cuban Class 1 stations on 11 channels (7 regionals, 4 clears).
- A total of 108 assignments on some 79 channels to serve an island of approximately 5 million population.
- Increased protection on many channels, with Cuban power boosts openly threatened against two stations unless they reduce radiation toward Cuba.
- A ban on further licensing on at least 590, 690, 860, 950 and 1010 kc throughout Florida and in southern Georgia, Alabama, Mississippi, and Louisiana.

Some 17 U.S. 1-B stations were reported facing "incomplete" protection if the Cuban plan were adopted.

Cuba would give up its 1-kw assignment at Oriente on WMAQ Chicago's 670 kc clear channel and apparently would also relinquish 1 kw day and 500 w night at Santa Clara and 250 w at Artemisa on the 680 1-B frequency on which KNBC San Francisco is dominant.

Three Days of Study

The vote of the U.S. industry delegation recommending rejection of the proposal came after three days of careful study. The plan was presented at an extraordinary session of the U.S. group Monday morning following Washington conferences of FCC Comr. Rosel H. Hyde, delegation chairman, with FCC and the State Dept. the preceding week [BROADCASTING, Nov. 21]. Stations affected by the proposal had been polled by telegram.

The vote:

Against treaty embodying Cuban plan—Representatives of NBC, CBS, NAB, Clear Channel Broadcasting Service, WBT Charlotte, and WFBC Greenville, S. C.

For treaty—Representatives of ABC, Westinghouse Radio Stations, KPRC Houston (with reservations), and Fort Industry Co. (tentatively).

It was not a question of whether Cuba's demands were desirable or undesirable. Rather, to many it seemed basically a question of whether the U. S. might get a better treaty, at a later time, by foregoing one incorporating Cuba's current requests.

The CCBS vote opposing Cuba's terms was cast by Louis G. Caldwell, Washington attorney and treaty conference veteran, even though only one CCBS member station—WJR Detroit—would be affected. Mr. Caldwell reportedly felt he must oppose any clear-channel breakdowns. Additionally, observers felt that if the plan were accepted and subsequent adjustments became necessary, then Cuba might grasp at other clears.

Casting NAB's vote, Government Relations Director Forney A. Rankin pointed out that 40 NAB member stations would be adversely affected by the Cuban allocation plan.

Among the other opponents, NBC stood to have its WNBC New York's clear channel broken down; CBS faced the same prospect for its WBBM Chicago; and WBT and WFBC would be among the chief victims of ether Cuban proposals.

ABC, voting for a treaty even at the expense of meeting Cuba's bids, presumably felt almost any agreement is better than no agreement. ABC was the hardest hit in the 1946 Interim Agreement between the NARBA nations, which officially expired last March 29. Westinghouse evidently also felt even a bad treaty would be better than none.

KPRC Action

KPRC, which would have to install one or more additional towers if the Cuban plan were adopted, is understood to have voted in favor of a treaty only on condition that measures would be taken by both Cuba and itself to assure that the KPRC service area would not be curtailed.

The 6-4 vote was not considered indicative of overall industry op-

(Continued on page 20)

CUBA'S TERMS FOR ETHER PEACE

CHANNELS affected by the Cuban NARBA demands are shown in the following tables, presented to the U. S. industry delegation at the Montreal treaty conference last week.

The tables are arranged to show (1) U.S. 1-A clear channels which would be affected; (2) 1-B and foreign 1-A channels affected; and (3) regional stations affected. The dominant stations are shown in parentheses with each frequency in the case of clear channels; in the case of regional frequencies, the stations shown in parentheses are the ones that apparently would be chiefly affected.

The comments in each case are those presented to the U.S. industry delegation explaining or analyzing the pertinent Cuban proposals. Channels not affected by the Cuban demands are listed in the final tables. (Also see separate list of the proposed Cuban assignments, channel by channel, on page 49.)

In these listings, "DA" represents directional antenna. Assignments "as of 3-29-49" are those which had been reported when the Interim Agreement between the North American countries officially expired last March 29.

U.S. 1-A CLEAR CHANNEL ASSIGNMENTS

640 kc (KFI Los Angeles)—Interim Agreement gave Cuba a Class 2 station at Havana, 25 kw, DA. Cuba proposes to change this to Class 1 at Santa Clara, 50 kw, DA. KFI and U.S. Class 2 stations would continue to receive protection specified by Interim Agreement. U.S. would make no future assignments on 640 kc which would increase interference to CMQ Havana, except that KFI may radiate up to 2000 mv/m towards Cuban border. U.S. assignment would remain Class 1-A station, but Cuban assignment would be considered Cuban Class 1. See comments on 690 kc and notes at end of Regional table for further data on protection of Cuban Class 1 stations.

660 kc (WNBC New York)—No Cuban assignment under Interim Agreement. Cuba proposes Class 2 station at Havana, 10 kw, DA. The U.S. station would be protected in accordance with the Interim Agreement formula permitting certain Cuban operation on designated U.S. Class 1A channels. The pertinent provision of the Interim Agreement: "The interfering signal shall not exceed 0.025 mv/m 10% of the time at night at the present 0.4 mv/m 50% contour of the respective U.S. Class 1-A stations."

670 kc (WMAQ Chicago)—Under Interim Agreement Cuba has assignment at Oriente, 1 kw, DA. It would relinquish this assignment.

760 kc (WJR Detroit)—Interim Agreement gave Cuba no assignment, Cuba requests Class 2 station at Havana, 10 kw, DA. Protection as in case of 660 kc, above. However, Cuba anticipates certain difficulty in fully meeting the above requirement on this channel; an understanding would be reached pursuant to which Cuba would be required to take corrective meas-

(Continued on page 47)

XUM

Cuban Channel Raid

(Continued from page 19)

position to Cuba's proposals. Those voting were those on hand at the time, not the full group who have been attending the conference fairly steadily since it opened in early September.

It was pointed out, further, that among those voting to reject the demands NAB represents hundreds of stations, NBC and CBS presumably were taking the interests of their affiliates into account, and CCBS represents 18 stations.

While ABC like the two other networks would be thinking also of affiliates' interests, Fort Industry and Westinghouse by comparison represent relatively few stations.

Results of the industry advisory group's balloting were communicated to the State Dept. by Chairman Hyde and Fletcher Warren, Ambassador to Paraguay, who is political advisor to the delegation.

At the State Dept. the situation was canvassed Friday in a high-level conference called by Undersecretary James E. Webb. The final decision, authorities reported, would await consultation with FCC. It was expected these sessions would be delayed until this week since several commissioners, including Chairman Wayne Coy, were absent from Washington late last week.

Economic Factor

Disclosure of economic considerations, including a purported Cuban request for a $200 million loan from the U.S., was considered a big factor in swinging the industry advisory group against acceptance of any treaty embodying the Cuban proposals. The disclosure was made by William B. Lodge, CBS vice president in charge of general engineering.

One of the chief arguments against a Cuba-dictated treaty was this question: "If we capitulate to Cuba, what will Mexico and Canada demand next time?" Certainly, it was felt, they could justify substantially greater demands in the future.

Mexico's failure to participate in the current conference was a further deterrent. Even if the U.S. satisfied Cuba's requests she would still have to face Mexico's.

It was also emphasized that Cuba has not taken advantage of its present assignments and can hardly, from an economic standpoint, make full use of those now demanded. Additionally it was felt the demands do not accurately reflect Cuba's needs but actually represent the desires of Cuban broadcasters rather than the national interest.

Some of the Cubans who would benefit from accomplishment of the proposals, it was contended, are members of the Cuban delegation.

Senate Majority Leader Lucas signaled his opposition to the Cuban demands in a telegram to Chairman Hyde, with copies to Secretary of State Dean Acheson and FCC Chairman Coy.

He said the proposals "are so damaging to stations in the Middle West, including my state of Illinois, as well as to stations throughout the U.S.," that they "should not be considered." He made clear that "if the U.S. delegation accepts these proposals in an agreement, I will, as Senate Majority Leader, call for an investigation with the purpose of preventing ratification."

Any international treaty must be ratified by the Senate to become effective.

Cuba has given little idea of the degree of protection it will seek for the Cuban Class 1 stations it demands. Generally it would follow these lines with respect to future U. S. assignments on 590 and 950 kc, two of the regional channels staked out for use as Cuban Class 1 frequencies, and 690, 860 and 1010 kc, Canadian 1-A's.

1. No further assignments of new stations on these channels in the U. S. within the area south of latitude 31 degrees and east of longitude 93 degrees (all of Florida and parts of southern Georgia, Alabama, Mississippi and Louisiana including Pensacola, Mobile, New Orleans and Baton Rouge).

2. Boundary protection to Cuba on the channel involved, the exact degree of which has not been determined and may depend upon the general treaty protection requirements for Class 1 stations.

Cuba also wants the regional channels 550, 570, 630, 920, and 980 kc, plus 1010 kc, marked for Cuban Class 1 use with the same sort of protections insofar as future U. S. assignments are concerned. However, authorities said, this would not adversely affect existing assignments on these channels.

It also seemed likely that, to meet Cuba's idea of protection, an outstanding proposed grant to Brennan Broadcasting Co. for 690 kc at Jacksonville would have to be deleted. The operation of WNEL San Juan, P.R. on 860 kc also would probably need modification, perhaps by moving it to 850 kc.

Plan 50 kw Operations

On most of its Class 1 channels Cuba proposes 50 kw operations with directional antennas. An exception is 950 kc, which would be used at Havana with 10 kw, directionalized.

The U.S. 1-A clear channel Cuba seeks for a Cuban Class 1 station is KFI Los Angeles' 640 kc, to which Cuba now has Class 2, 25-kw rights.

The three additional U.S. 1-A's to which Cuba demands rights are 660 kc, used by WNBC New York; 760 kc, by WJR Detroit, and 780 kc, by WBBM Chicago. On each Cuba proposes to operate Class 2 stations with 10 kw directionalized, using 660 and 760 kc at Hav... and 780 kc at Oriente.

In each of these three ca... Cuba would protect the U.S. do... nant 1-A station in accorda... with the old NARBA formula pe... mitting certain Cuban use of des... nated U.S. 1-A's. In the case ... 760 kc, however, Cuba anticipat... "certain difficulty" in meeting t... full protection requirements, b... thought an understanding could b... reached.

The three U.S. 1-A's on whi... Cuba seeks power boosts are 6... kc (KFI), which would be used f... a Class 1 station at Santa Cla... in lieu of the present Class 2, 2... kw assignment at Havana; 830 k... (WCCO Minneapolis), which wou... be used at Havana with 5 inste... of the current 1-kw assignment; ... and 890 kc (WENR-WLS Chicago) ... which would be used at Hava... with 5 kw instead of Camagu... with 1 kw.

Directionals To Be Used

All these proposed Cuban operations would employ directional antennas. The U.S. dominant and Class 2 stations on 640 kc would be accorded the protection to which they were entitled under the old NARBA, but the U.S. would make no future 640-kc assignments that would increase interference to CMQ Havana. WCCO (830 kc) and WENR-WLS (890 kc) would be protected as in the case of 66... 760, and 780 kc, though Cuba expects difficulty in giving full protection to WENR-WLS.

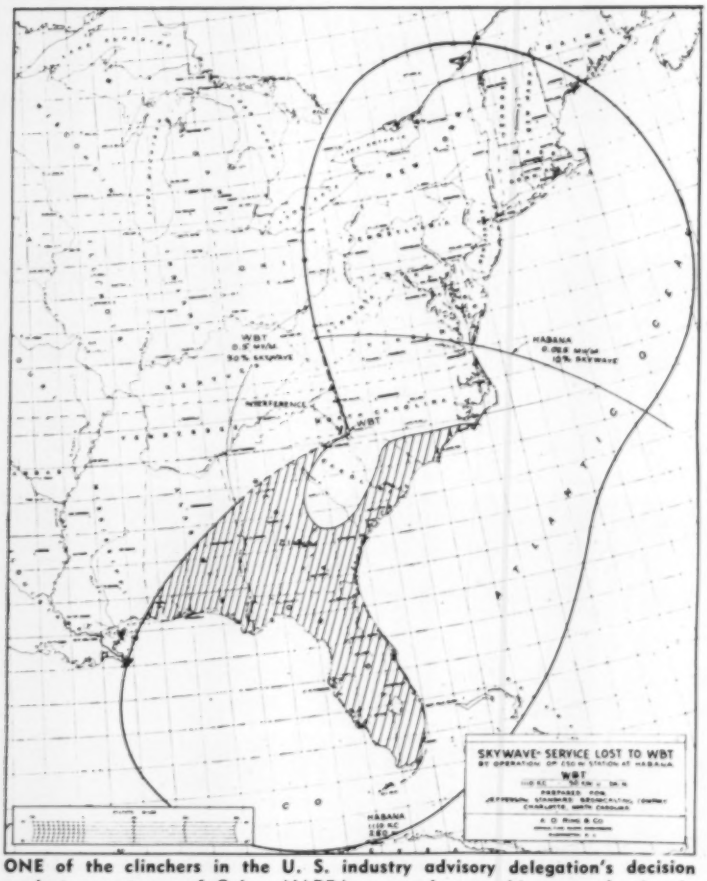
The cases in which Cuba openly threatened to increase power unless additional protection is forthcoming involved KPRC Houston o... 950 kc and WFBC Greenville, S. C. on 1330 kc. Each apparently would have to add at least one tower t... reduce radiations toward Cuba t... the demanded extent.

So would WSUN St. Petersburg, Fla. (620 kc), while WJBO Bato... Rouge (1150 kc) would have t... adjust or alter its present antenna. WIBS Santurce, P.R. (740 kc ... might have to be moved to 730 k... WKAQ San Juan (620 kc) woul... have to reduce radiation towar... Cuba, but the exact steps tha... would be necessary had not bee... determined.

U.S. 1-B stations which woul... find themselves with "incomplete" protection under the Cuban proposals were listed as WCFL Chicago (1000 kc); WBZ Boston (10... kc); KYW Philadelphia (1060 kc); KRLD Dallas and WTIC Hartford (1080 kc); WBAL Baltimore and KTHS Hot Springs (1090 kc); WBT Charlotte (1110 kc); WNEW New York and KWKH Shreveport (1130 kc); WRVA Richmond (114... kc); KVOO Tulsa and WWV... Wheeling (1170 kc); WOWO For... Wayne (1190 kc); WTOP Washington (1500 kc); KOMA Oklahoma City and WKBW Buffalo (1520 kc).

The NARBA conference has been in progress since mid-September. The Interim NARBA Agreement of 1946 expired last March 29, bu...

(Continued on page 47)



ONE of the clinchers in the U. S. industry advisory delegation's decision against acceptance of Cuban NARBA proposals was this map, showing in shaded areas the skywave losses WBT Charlotte would suffer from proposed 250-w Havana co-channel station. Havana station's service radius would be about two miles.

* * *

AD CLUB PROTEST *Fears Spread of Ark. Tax*

SPREAD of the Little Rock, Ark., $50 tax on radio salesmen to all persons engaged in the selling business, and even to every person who works for a living is conceivable under the city's ordinance, according to the Advertising Club of Little Rock in a challenge to the disputed tax.

U. S. Supreme Court action is awaited on a rehearing petition by KARK and KGHI Little Rock from a court ruling refusing to hear an appeal from the Arkansas Supreme Court, which had upheld the city's tax [BROADCASTING, Nov. 14, 28].

The Little Rock Ad Club has adopted a strong resolution protesting the tax. Its parent organization, Advertising Federation of America, has taken the matter under consideration. The AFA concern centers around the feature of the tax law by which individual salesmen are taxed. The city ordinance also places a $250 tax on the generation of electromagnetic energy for broadcast purposes.

Petition to intervene in the Supreme Court proceeding as *amicus curiae* (friend of the court) was filed Nov. 22 by NAB.

Tax Termed Unfair

Phillip G. Back, head of the Little Rock agency bearing his name and president of the local Ad Club, said the $50 tax on station salesmen was studied by a club committee which drew up the resolution for club action.

"We in the advertising profession do not believe that we are entitled to any special tax burden and feel that the enforcement of that ordinance will work a hardship on all persons selling advertising services in Little Rock or any other place in the United States," he said. "We feel, too, that the tax is unfair and unjust.

"There is no more reason why the City of Little Rock should tax a radio time salesman than they would impose a special tax on newspaper advertising salesmen or shoe salesmen who work in a department store, or gasoline salesmen who work in service stations, or beauty operators who work on commission or straight salary basis.

"This ordinance could have the effect of setting up a pattern that all salesmen will have to pay a special tax, salesmen to sell tickets at the movies, soda fountain employes and millions and millions of others who earn their living selling. And the tax of $50 a year can be just a 'starter' for each year it can be raised to $100 or $200 or perhaps $1,000 a year. There's no limit once the tax is imposed.

"Because 'special advertising salesman's tax' was instituted in Little Rock, and because statements have been made by certain tax officials who are spreading the word to other cities that, 'Here's a new source of tax money, boys,' the Advertising Club of Little Rock has decided to take the lead in combatting this unfair tax law.

"I have been directed by the club to enlist the aid of our parent organization, the Advertising Federation of America, and have today telegraphed a copy of the resolution to Elon Borton, president of AFA."

Text of the resolution as adopted by the club follows:

WHEREAS, the City of Little Rock has announced that it will levy a special tax of $50 per year against radio advertising solicitors, and

WHEREAS, the Advertising Club of Little Rock, Ark., feels that such a tax on advertising solicitors is really a tax on advertising, and

WHEREAS, advertising is merely a tool to increase sales, and not an end product in itself,

BE IT THEREFORE RESOLVED that the Advertising Club of Little Rock goes on record as being wholeheartedly opposed to any tax of any kind assessed against advertising salesmen or solicitors who are employed by established radio stations, newspapers, magazines, advertising agencies or other businesses selling advertising, and that a copy of this resolution be delivered to our city officials and other interested parties.

THE Hollywood Ad Club celebrated "CBS Day" on Nov. 21 with key executives in the new administrative setup for the network's West Coast operations attending. L to r are Merle S. Jones, KNX Los Angeles and CBS Pacific Network general manager; Ed Wynn, CBS television star who was guest speaker; Howard S. Meighan, vice president and general executive and the network's chief executive officer in Hollywood; Harry Ackerman, vice president and director of network programs, Hollywood; A. E. Joscelyn, director of CBS operations, Hollywood; and Kenneth Yourd, network program department business manager.

MBS RENEWALS

Include Two Top Shows

MBS announced last Wednesday the $1,300,000 renewal for 52 weeks of *Bill Henry and the News* by Johns-Manville Corp. The program, heard from 8:55 to 9 p.m. Mon.-Fri. will continue over more than 400 Mutual stations. The contract, effective Jan. 2, was through J. Walter Thompson, New York.

The same day, MBS also announced renewal for 39 weeks effective Jan. 1 of *Juvenile Jury* sponsored by General Foods in behalf of Gaines Dog Food. This program is heard Sundays, 3:30 to 4 p.m. Benton & Bowles is the agency.

COLESON NAMED

Is Ad Council Representative

ROBERT C. COLESON, one-time manager of the Hollywood office of NAB, has been appointed Pacific Coast representative of The Advertising Council.

Mr. Coleson

Mr. Coleson managed the NAB western office from 1946 to 1948, and recently has been the Council's radio representative in Hollywood on a part-time basis. His new, fulltime duties embrace all media. His new office for The Advertising Council will be in the Taft Bldg., Hollywood Blvd. and Vine St.

HOOPER *Adds Sales Impact Ratings to Service*

C. E. HOOPER, Inc. last week announced a new service, Sales Impact Ratings, designed to measure relative proportions of product use among listeners and non-listeners to any given commercial network radio program.

The measurement is intended to reveal the effectiveness of any program in encouraging the use of products advertised on it by listeners as compared to use of the same products by non-listeners of a nation-wide sample matched with listeners on a geographic, economic and community size basis.

The method is "out of the laboratory and has been applied to 80 network radio programs," C. E. Hooper, president of the firm, said.

Technique of the measurement is first to distribute listener diaries to a cross-section sample of radio homes, selected in proportion to distribution of radio homes by geographic areas, community size and socio-economic levels.

After the first mailing a second questionnaire is sent to the same sample. It contains questions as to what products in several categories are used. The second questionnaire is designed to avoid association with the diary in the respondents' minds. No reference to radio listening is made in it, and it is presented on a different letterhead with a different return address from the diary.

When the diaries and subsequent product—use questionnaires are returned, the responses to the diary are broken down into listeners and non-listeners and these two categories in turn adjusted so that each class will be proportionately distributed in respect to geographic area, community size and economic level.

Credit to Radio

An analysis of the responses to the product use questionnaire can then be made and applied to the two matched samples of listeners and non-listeners. "Other significant factors having been matched in the tow samples," Mr. Hooper said, "any greater use of the product by listeners, as compared with non-listeners, can be attributed to the advertising effectiveness of that particular program."

Sales impact ratings are currently available only on the 80 network radio programs which last winter were sponsored by frequently purchased products and which had audiences of better than average size. It is the Hooper plan, however, to expand its report in the future.

"The method . . . will permit almost infinite expansion on sample, and thereby can provide effectiveness material on most sponsoring products and services, if demand for reports on smaller audience programs warrants," Mr. Hooper's announcement said.

The method can be applied to network television, local radio and local television, he said.

In the announcement Mr. Hooper included a sample sales impact rating report on a daytime serial, broadcast five times a week, sponsored by an unidentified soap company for a household cleanser. The introduction to the sample report, written by John Lyman Bogert, Hooper vice president and technical

(Continued on page 32)

FARM RADIO

Selling Stressed at RFD Conclave

RADIO FARM EDITORS, beset with doubts about their future in the industry, learned there is a definite farm market, how to sell it and how to keep it sold—at their annual conference in Chicago Nov. 26 and 27. Analytical discussion, probing into problems of rural broadcasting, typified the two-day meeting of the National Assn. of Radio Farm Directors at the Stevens Hotel [BROADCASTING, Nov. 28].

Farm directors were concerned with the upcoming challenge of television, prevailing budget trims at stations, frequent switches of farm department personnel to other duties and cancellation of agricultural programs. CBS' elimination of its farm staff of three persons and its network show last June was termed by one of the speakers "as the greatest blow to our organization and its causes in years."

Individual speakers and panelists throughout Saturday and Sunday stressed that the farm editor's services will be continued if he (1) supplies data needed by the farmer, in the home as well as on the farm, (2) proves that his programming is necessary, (3) works dependably, (4) knows field men representing agricultural firms and associations, and people in his home territory, and (5) serves both the advertiser and the listener.

RADIO FARM editors attending the sixth annual National Assn. of Radio Farm Directors conference in Chicago Nov. 26 and 27 visited the WJR Detroit mobile unit for free transportation services. Using the service are (l to r) new NARFD president, Roy Battles of WLW Cincinnati; Chris Mack, WNAX Yankton, S. D., secretary-treasurer; Phil Alampi, WJZ New York, vice president and retiring secretary-treasurer; Marshall Wells, WJR farm director, and Wallace Kadderly, KGW Portland, retiring president.

* * *

Sponsors Aid

All agreed that the best farm shows are sponsored shows, for additional money supplied by a sponsor enlarges the scope of a farm director's public service activities.

At the opening luncheon Saturday, True D. Morse, president of the Doane Agriculture Service, St. Louis, termed the present farm audience of six million a "small segment of the number of persons interested in agriculture." Pointing to unlimited opportunities for service, he asserted that "too few shows give service." Sponsorship is "an important measure of success," and the problem of finding a sponsor will be solved "if you give a listener what he wants and needs," he said.

Listeners should be told specifics, rather than be given entertainment alone, he said. "Tell them how to improve economic conditions, incomes or living." Mr. Morse called for emphasis on the management or economic end of agriculture, rather than on production (tangible). "Give economic guidance, and help the listener go beyond political strategy and maneuvering. Too much radio is tinged with propaganda, which treats listeners like children and gives them half-truths," he said.

Theories Desired

Theory, with guidance from farm experts, is needed instead of factual information, he charged. "A lot of valuable time is wasted on chit-chat and filler. Farms need to be recognized as businesses—as big, commercial businesses."

How radio farm news can be shaped to fit a TV format was outlined at an afternoon session on "Practical RFD Television" by Moderator Mal Hansen, WOW Omaha; Bill Givens, WGY Schenectady; Amos Kirby, WCAU Philadelphia; Tom Page, WNBC New York, and Ken Gapen of the U. S. Dept. of Agriculture.

Mr. Page, describing TV's high sponsor indentification, named universal appeal as the first requirement of a show unless it is sponsored. All speakers agreed that showmanship is the main thing needed by agriculturists for television.

Mr. Hansen, discussing his noon hour show, said he beams it to the consumer as well as to the farmer. Some rules by which he works: Use livestock as much as possible; plan in advance; use charts if no props are available; ad lib whenever possible; an informal approach is the best; live shows are more popular than film.

Mr. Givens outlined events telecast during an entire day by his station a year ago, when five cameras were taken to a 165-acre farm in North Adams, Mass. He handled commentary on construction of a farm pond, machinery and home demonstrations, demolition of a 40-acre wood lot and unearthing of boulders from 7:45 a.m. until 5 p.m.

A studio "garden"—a window box for growing demonstrations—is a mainstay of Mr. Kirby at WCAU-TV. He works continually for a better relationship between farmer and the consumer, programming for both urban and rural areas, he said.

The Dept. of Agriculture will produce within the next six months an anticipated 12 television shows on film, Mr. Gapen said. These will be released to agricultural telecasters without charge. The department is preparing a TV re-

(Continued on page 30)

WJR IS HOST

Offers Mobile Unit to NARFD

WJR Detroit's mobile studio was a more than usually busy place last week as the complete facilities were made available to the National Assn. of Radio Farm Directors meeting in Chicago simultaneously with the National 4H Congress and the International Live Stock Exposition.

During the week-long sessions, directors of different stations transcribed programs at the WJR mobile unit for re-broadcast over their own stations. The records and facilities were offered by WJR at no cost to the stations. Programs recorded varied from transcriptions of 4H Club and Live Stock Expositions news highlights to interviews with local winners of National 4H Club and live stock awards.

The WJR delegation to the sessions was led by General Manager Harry Wismer and included Farm Editor Marshall Wells, Promotion Manager and Producer Engineers Bert Vangeisen and Keith Kinney.

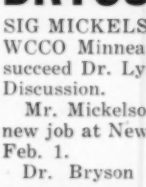
BRYSON RESIGNS

Mickelson Heads CBS Discussion Div.

SIG MICKELSON, director of public affairs and production manager of WCCO Minneapolis, a CBS owned station, last week was appointed to succeed Dr. Lyman Bryson as the network's director of the Division of Discussion.

Mr. Mickelson will report to his new job at New York headquarters Feb. 1.

Dr. Bryson resigned from the position as well as from his other post as CBS counselor on public affairs to "devote more of his attention to broadcasting, writing and teaching," said the announcement issued by Davidson Taylor, CBS vice president and director of public affairs.



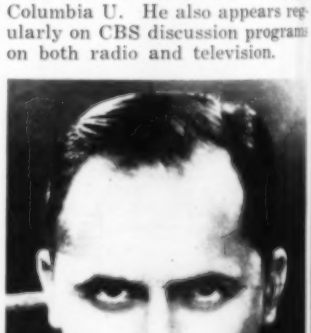
Mr. Bryson

Mr. Mickelson, widely known as a radio newsman, has just finished a term as president of the National Assn. of Radio News Directors. He has been with WCCO since 1943.

After graduating from Augustana College, Sioux Falls, S. D., in 1934, Mr. Mickelson was a reporter and editor on the *Sioux Falls Argus Leader* until 1937 when he undertook graduate work at the U. of Minnesota.

Later he was an instructor in journalism at Louisiana State U., the U. of Kansas and U. of Minnesota. While still on the staff of the latter institution he joined WCCO in 1943 as consultant in establishing a news department. In June that year he became WCCO news director. In 1946 he became director of news and special events and in 1948 became director of public affairs and production manager.

Dr. Bryson, in addition to his administrative and consulting work at CBS, has been a professor of education at Teachers College Columbia U. He also appears regularly on CBS discussion programs on both radio and television.



Mr. MICKELSON

FEMININE contingent enjoyed entertainment provided by Phoenix broadcasters at NAB District 16 meeting held last Monday-Tuesday at Paradise Inn. In group are (l to r): Mrs. William B. Ryan, KFI Los Angeles; Mrs. Clifford Ogden, Capitol Records; Mrs. Gene DeYoung, KERO Bakersfield; Mrs. Calvin Smith, KFAC Los Angeles; Mrs. J. E. Miller, KTAR Phoenix; Mrs. Barbara Hughes, KTAR.

* * *

EVEN Southern Californians had to admit the Arizona weather was fine at last week's NAB District 16 meeting at Phoenix. L to r: Wallace Boone, KNBH (TV) Hollywood; Paul Bartlett, KERO Bakersfield; John Merino, KFSD San Diego; Charles Salik, KCBQ San Diego; Jack Williams, KOY Phoenix; Richard Lewis, KTAR Phoenix; William B. Ryan, KFI Los Angeles; Rex Schepp, KPHO Phoenix; Albert Johnson, KOY.

* * *

NAB CONVENTION OUT?

Dist. 16 Demands Revamping

FIRST open indication that the membership feels all is not well in the NAB setup despite the board's streamlining operation developed last week as District 16, meeting in Phoenix, Ariz., called for abolition of the annual convention and a "sweeping study" of the whole association problem.

In a controversial resolution, the Phoenix meeting, 15th of the autumn series of 17, deviated from the series of perfunctory actions at other sessions by proposing a three-ply reorganization project.

First, District 16 (So. Calif., Ariz.) recommended that the board start a large-scale study which it described as "desirable and imperative." After proposing that the convention be dropped in favor of district meetings, it was recommended that the number of districts be reduced in number, with fewer members on the board.

Finally the district recommended that results of the study be distributed to the membership for consideration and action.

Calvin J. Smith, District 16 director, has been an advocate of intensive reorganization and economies in the whole association setup.

Started Last Year

The streamlining project at NAB developed a year ago when the board called for a study of the headquarters functioning. This culminated in a revamping program which was put into effect at the July board meeting. Division heads were named for radio and television, serving between department heads and the president.

At its Phoenix meeting, held at Paradise Inn, District 16 urged NAB to notify the United States representatives at the Montreal NARBA conference to maintain the status quo established by the Havana treaty (see NARBA story page 19).

The 60-odd District delegates heard Gene Dockwall, business manager of Foote, Cone & Belding, Los Angeles, call on radio to "tell its story directly" and effectively utilize basic research.

The broadcast medium is suffering competitively due to the lack of proper research accompanied by interpretation of such data, he said.

Referring to BMB, Mr. Dockwall declared that above everything else stations and networks need coverage figures, and these are now being supplied by BMB. The second BMB study, he said, will be much more usable than the first, and will be widely utilized by the timebuyer. In addition to BMB, audience measurement figures are needed, especially by urban stations, he explained.

Besides providing these figures, Mr. Dockwall said, stations should undertake the job of educating their own sales staffs on how to use the station's research.

Too Complicated

Most research tools for radio are too complicated, he said, in contrast to ABC figures for publications. On the West Coast, where there are many buyers exposed to radio for the first time, stations should not talk to these buyers in technical terms, but present meaningful facts developed from research, he suggested, because these buyers are confused by technicalities of Nielsen and Hooper measurements but do understand specific audiences delivered.

"In contrast to the printed media, radio is spending entirely too much time supplying availabilities rather than selling the medium," Mr. Dockwall said. "Since the printed media do not have to quote availabilities, most of their efforts are devoted to talking about the advantages of using their space."

Pointing out that FM stations are providing worthwhile service to the public at a substantial financial loss, the district asked NAB to urge the FCC not to adopt the proposed rules covering hours of FM station operation.

At a TV session, William B. Ryan, KFI-AM-TV Los Angeles, estimated gross Los Angeles television revenue between $3 million and $4 million. He said studies show that only 5% of these advertisers are using TV at the expense of radio; 80% of the local accounts have never used radio. Of seven sponsored shows on KFI, he said, six had not used radio before. He suggested talent either must be a personality to begin with or must be built into a personality before a show can get an audience.

NAB President Justin Miller discussed NAB activities, including the Arkansas tax case. Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, conducted a clinic on increasing radio's share of the advertising dollar. Richard P. Doherty, director, NAB Employe-Employer Relations Dept., reviewed labor developments. Carl Haverlin, BMI president, discussed music copyright matters.

Dist. 16 Registration—Phoenix, Nov. 28-29

Geo. E. Agnew, KOOL Phoenix; Allen B. Alexander, KRUX Glendale, Ariz.; C. E. Arney, NAB, Washington; Paul R. Bartlett, KERO Bakersfield, Calif.; William Beaton, KWKW Pasadena; Robert Black, KCNA Tucson; Wallace Boone, KNBH Hollywood; Geo. Bradley, KTUC Tucson; Howard L. Chernoff, "San Diego Journal"; Bill Connelley, KOOL Phoenix; Williams Cook, Tucson; A. H. Croghan, KOWL Santa Monica; Walter Davison, Langworth; William Dent, Westinghouse; Gene DeYoung, KERO Bakersfield; Richard P. Doherty, NAB, Washington; Glenn Dolberg, BMI, Hollywood; Gene Duckwall, Foote, Cone & Belding, Los Angeles; Harry Engle, KVEN Ventura; Jack Frost, RCA, Hollywood; Lewis S. Frost, NBC, Hollywood; Bob Garland, KOOL Phoenix; Harold Gates, KTAR Phoenix; Riley Gibson, KXO El Centro; Galen Gilbert, KGER Long Beach.

Kolin Hager, SESAC Inc., New York; John L. Hagg, KOY Phoenix; Ray V. Hamilton, Blackburn-Hamilton, San Francisco; Harry Hambleton, KMOG Nogales; Ralph M. Hardy, NAB, Washington; Red Harkins, KTYL Mesa; Bill Harvey, KTAR Phoenix; Carl Haverlin, BMI, New York; Bert Horswell, C. P. MacGregor, Hollywood; Gail Hummel and Phillip Hurlbut, KTKT Tucson; Albert Johnson, KOY Phoenix; Ray Jorgenson, KYUM Yuma; A. E. Joscelyn, CBS, Hollywood; Hub Keavey, AP, Los Angeles; Gene W. Lee, KFXN San Bernardino; Bill Lester, KOY Phoenix; Dick Lewis, KTAR Phoenix; Lew Little, KTUC Tucson; Bert Lown, APS, New York.

Sam Marcus, KNOG Nogales; M. Marquardt, World Broadcasting, Hollywood; R. J. McAndrews, SCBA, Hollywood; John C. Merino, KFSD San Diego; Don Metcalf, KYUM Yuma; J. E. (Brick) Miller, KTAR Phoenix; Judge Justin Miller, NAB, Washington; David R. Milsten, SESAC, Tulsa; Maurice B. Mitchell, BAB, New York; R. W. Mitchell, KTUC Tucson; Bryan Moore, ABC, Hollywood; Graham Moore, KCBQ San Diego; Jack Murphy, KSUN Bishop, Ariz.; R. J. Newman, RCA, Los Angeles; Gerry O'Brien, KTUC Tucson; Clifford E. Ogden, Capitol Records, Los Angeles; Doyle Osman, KFAC Los Angeles; Sol Paul, BROADCASTING, New York; Donn Petty, NAB, Washington; Harper M. Phillips, KVOA Tucson; Don Rankin, KOY Phoenix; Harold Ritter, KYCA Prescott; N. L. Rogers, Frederic W. Ziv Co., Los Angeles; James Ross, KOY Phoenix; William B. Ryan, KFI Hollywood.

Charles E. Salik, KCBQ San Diego; Wayne Sanders, KCNA Tucson; Lee Schamblin, KPMC Bakersfield; Calvin J. Smith, KFAC Los Angeles; Ray Smucker, KYUM Yuma; Robert E. Spiros, KOY Phoenix; W. T. Stubblefield, Capitol Records, Hollywood; Kevin Sweeney, KFI Los Angeles; Donn B. Tatum, KHJ Hollywood; Louis Teagarden, Standard Radio, Los Angeles; Jack Tighe, KTIP Porterville; Victor A. Vace, and Richard H. Voorhis, KRUX Glendale, Ariz.; Morton Werner, KVEN Ventura; Jack Wilhams, KOY Phoenix.

Additional Registration Dist. 8, Detroit

[BROADCASTING, Nov. 28]

Jay Berry, Harley M. West Jr., and O. William Myers, WABJ Adrian; Douglas Campbell, WHRU Ann Arbor; Edward F. Baughn, WPAG Ann Arbor; Dan Jayne, WELL Battle Creek; J. P. Scherer, WHFB Benton Harbor; Peter J. Fausone, WHDF Calumet-Houghton; Richard Jones, WJBK Detroit; W. Eldon Garner, WBBC Flint; Arthur Treanor and Lester W. Lindow, WFDF Flint; Bill Clark and John R. Speer, WJEF Grand Rapids; Walter A. Bass and Stanley W. Barnett, WOOD Grand Rapids; George L. Burgan, WHDF Calumet-Houghton; John W. O'Harrow, Edward E. McKean and J. E. Fetzer, WKZO Kalamazoo; William C. Johnson, WDMJ Marquette; Mel Wirth, WOAP Owosso; Helen Nelson, WHLS Port Huron; Alice Anderson and F. Granger Weil, WTTH Port Huron; Harvey A. Klann, WHAK Rogers City; William J. Edwards, O. J. Kelchner and Howard H. Wolfe, WKNX Saginaw; Milton Greenebaum and Phil Wood, WSAM Saginaw; Richard Burnett and Stanley R. Pratt, WSOO Sault Ste. Marie; Les Biederman, WTCM Traverse City.

Robert B. McConnell, WHBU Anderson; Robert J. McIntosh, WJPS Evansville; H. M. Bitner Jr., WFBM Indianapolis; Joseph G. Wood; Ken Church, WIBC Indianapolis; James N. Willingham and Dan Park, WIRE Indianapolis; George J. Higgins, WISH Indianapolis; O. E. Richardson and E. R. Herkner, WASK Lafayette; John F. Bundy, WCTW New Castle; Robert B. McConnell, WHOT South Bend; Vince Doyle, WJVA South Bend; William F. Rippetoe, WROW Terre Haute; Joe Higgins, WTHI Terre Haute; R. W.

(Continued on page 50)

On the dotted line.....

CONTRACT for 26-weeks sponsorship of *Damon Runyon Theatre* Sunday at 10:15 p.m. on KGO San Francisco is set by Samuel Levin (2d l), vice president of Artvogue of California Inc. (men's and boys' sport shirts). Contract marks Artvogue's first use of radio. L to r: Milton Seropan, KGO sales representative on the account; Mr. Levin; Aubrey C. Mendle, advertising director of Artvogue, and Bernard Schnitzer, of Elliott, Daly & Schnitzer, agency.

GREATER Detroit Dodge dealers contract for 15-minute show on WJBK Detroit prior to this year's Detroit Red Wings home hockey games. Seated (l to r) are Jack Sitta of WJBK and Ken Brown of Dodge dealers; standing, Fred Huber, Red Wings publicity dir., and Carl E. Hassel, Ross Roy Inc. agency.

CONTRACT for sponsorship of *M-G-M Theatre of the Air* over KXYZ Houston was arranged by South Texas National Bank of Houston after an audition by (l to r) John Paul Goodwin, president of Goodwin Co., bank's agency; Harris McAshan, bank pres., and Terry Lee, KXYZ v. p. and commercial mgr.

MOVIE rights of MBS *Queen for a Day* are purchased by Robert Stillman (r), independent film producer. With him are Jack Bailey (l), m. c. of the radio show, and Raymond R. Morgan, pres. of Raymond R. Morgan Co., Hollywood, which owns the package. No production date set.

BANNER Dairies' sponsorship of *Meet the Menjous* over KWKC Abilene, Tex., is set by O. D. Dillingham (seated), Banner president. With him are A. C. Etter (l), KWKC general manager, and Elmer C. Bieser, account executive of Frederic W. Ziv Co., producer of show.

MOTOROLA dealers in the Calumet region are sponsoring 60 high school basketball games and three Christmas-time tournaments five nights weekly on WJOB Hammond, Ind. Completing arrangements for the series are (l to r) Robert Hasler, manager, Gary Tire & Supply Co., Motorola distributor; Clarence Hasler, vice president and treasurer of the firm; Ed Rozhon, WJOB sales manager; Terry Terwilliger, assistant advertising-sales promotion manager, Motorola, Chicago; Al Halus, WJOB commercial manager, and Robert Hanrahan, sales representative, Gary Tire.

LEVER CHANGES

Adv. Posts Announced

BECAUSE of its move from Cambridge, Mass., to New York early in December, Lever Bros. has made four new appointments in the advertising department and created a new post of television manager. The positions were announced last week by James A. Barnett, vice president of the company in charge of advertising.

Howard R. Bloomquist, advertising manager of Toni Co., Chicago, will join Lever as advertising manager for a group of brands. Mr. Bloomquist was formerly assistant advertising manager for Pillsbury Mills, Minneapolis.

George B. Smith, former package goods account executive with Foote, Cone & Belding, New York, will be advertising manager for another group of Lever brands.

Paul Laidley Jr., now with Gardner Adv., New York, will join as assistant advertising manager. Mr. Laidley was formerly on the staff of Paris and Peart Adv. and with McCann-Erickson.

George T. Duram, formerly media director for Dancer-Fitzgerald-Sample Inc., has been appointed media director for Lever Brothers. Mr. Duram was formerly head of the radio buying department.

John Allen, former vice president in charge of television for Grant Adv., New York, has been named to fill the newly-created Lever post of television manager. Previously Mr. Allen had conducted his own television consulting firm in New York and had been associated with the Marschalk-Pratt Adv. Agency before then.

The following advertising managers have left the firm with the move to New York: Joe A. Procter, manager for Spry and Silver Dust; Henry M. Stevens, manager for Breeze and Swan, and R. E. Bousquet, brand manager for Lux.

DOUBLEDAY BUYS

Time Around ABC Opera

DOUBLEDAY & Co., New York book publisher, following a successful test on only WJZ New York, Sat., Nov. 26, purchased on a 70-station hookup on ABC the quarter-hours immediately preceding and directly following last Saturday's ABC broadcast of the Metropolitan Opera.

The special one-time purchase was on behalf of the Book, *Milton Cross Opera Album*. Huber Hoge & Sons, New York, is the Doubleday agency.

Campbell Campaign

CAMPBELL SOUP Co. has launched an eight-week winter campaign featuring "Good Hot Soup" jingle on Dick Hymes *Club 15* (7:30-45 Mon.-Fri.) and *Edward R. Murrow With the News* (7:45-8 Mon.-Fri.) over CBS and Walter O'Keefe's *Double or Nothing* over NBC (2-2:15 Mon.-Fri.). Agency is Ward-Wheelock.

LOBBY GROUP

Hilmer is Staff Direct

APPOINTMENT of Lucien H mer, Washington, D. C., attorne as staff director of the Hou Select Lobbying Committee w revealed last week by Rep. Fra Buchanan (D-Pa.), chairman of t investigating group [CLOSED CI CUIT, Nov. 28].

Simultaneously, Rep. Buchana announced the selection of Flo Mattice, Justice Dept. attorney, a general counsel of the grou [BROADCASTING, Nov. 14]. Complete staff personnel will be announced next week, according t Congressman Buchanan. About a dozen members have been assigne to the committee, he added.

Mr. Hilmer, former assistan general counsel of FCC and late associate counsel to the Senate Interstate Comerce Committee, wil supervise organization of the lobbying committee staff and compilation of research, to be undertaken prio to hearings next January. Fields slated for exploration have not bee selected, Rep. Buchanan said.

DAWSON & JACKSON

New Chicago Package Firm

DAWSON & JACKSON, Chicag radio-television package production and consulting firm, has been formed by Stuart V. Dawson, former president of Feature Productions, and Lowell E. Jackson, former executive vice president of Radio Features, both Chicago.

The firm, which headquarters at 360 N. Michigan Ave., offers eventual ownership of shows to purchasers. After three years of sponsorship, the package can b bought by the agency or client, wh pays Dawson & Jackson "a smal royalty" after that time, Mr. Jackson said. He is former president of Monogram Radio Programs Mr. Dawson has been radio director of Foote, Cone & Belding an Young & Rubicam, both Chicago.

Union Oil Signs

UNION OIL Co. of California ha signed a contract with the six-station Alaska Broadcasting System for a 15-minute newscast si days a week, it was announced las week by ABS representative, Pa American Broadcasting Co., New York. The contract, through Foote, Cone & Belding, Los Angeles, is fo 52 weeks and represents more tha $27,000 in gross billings—a 50% increase in Union Oil's Alaska appropriation.

Langley Leaves BMB

CORTLANDT LANGLEY re signed last week as assistant to th president and director of subscriber service of Broadcast Measurement Bureau. He will form his own television package program company.

NETWORK RULES

Sheppard Plans Action

AN "AGGRESSIVE" approach to present radio network-station regulations, already under scrutiny by FCC, was predicted last week by Rep. Harry Sheppard (D-Calif.), looking toward action in the next session of the 81st Congress.

Rep. Sheppard, author of legislation (HR 2410) which would divest networks and manufacturers of station properties, said he would press for hearings by the House Interstate & Foreign Commerce Committee early next year "because the functions of public service are not being lived up to under present chain broadcast regulations." He promised a thorough exploration of network-station relationships, ranging from the issuance of license permits to the increase in commercial or sponsored broadcasts by network stations.

A similar bill, almost identical in its provisions, was introduced by Rep. Sheppard last year but no action was taken and the measure died in the 80th Congress [BROADCASTING, May 3, 1948].

At that time, he conceded the measure probably was too stringent and would invite compromise, but promised to re-introduce it, if elected last November. Since then, the bill has stirred repercussions, and he has accumulated sufficient material to launch his push, he added. He re-introduced the measure last February.

The Sheppard bill, by divorcing station operation from network-manufacturer ownership, would if enacted throw roughly $150 million worth of properties on the market for sale.

Other Provisions

Other provisions would prohibit stations from carrying any two consecutive hours of network programming, limiting them to alternate hours, and forbid manufacturers to own networks. In addition, networks would be defined as two or more stations linked for simultaneous broadcast [BROADCASTING, Feb. 14].

FCC, which has long felt the need for investigating the network-affiliate setup, untouched since 1941, has already put 11 owned stations of CBS, NBC and ABC on temporary licenses pending review of network rules [BROADCASTING, Nov. 7]. No investigation currently is underway, according to FCC Chairman Wayne Coy.

Simultaneously last week, Rep. Sheppard denied published reports he would meet shortly with independent station operators to discuss network-station practices. He said he had not been approached by them, though he had received a "reasonably heavy" amount of mail protesting alleged "monopoly" by networks. He declined to identify the operators.

The independents reportedly were seeking Congressional intervention with the Dept. of Justice.

When queried, Dept. of Justice officials denied any study was underway.

Congressman Sheppard said a number of House Interstate Commerce members favor an exploration of radio matters, and that Commerce Chairman Robert Crosser (D-Ohio) had received a number of communications, many in connection with the McFarland FCC procedure bill, from affiliates dissatisfied with present network-station structure [BROADCASTING, Aug. 22].

Common Complaints

Most common complaints center around time options, sales representation, etc.

Meanwhile, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, declined comment on the Sheppard bill. He said it had received "careful scrutiny" of committee members, but added he didn't know the committee's position as a whole.

Some authorities think it significant, however, that neither Sen. Johnson, an avid anti-monopoly legislator, nor any other Senators introduced a companion piece to Rep. Sheppard's measure. The bill in its present form is so stringent as to militate against its chance for passage, they point out.

A House Judiciary monopoly subcommittee has indicated a desire to review broadcast operations, and has hinted it may invite industry spokesmen, probably from NAB, to testify in next session.

FRANK T. BOW

Announces House Candidacy

FRANK T. BOW, Canton, Ohio, attorney and former general counsel of the House Select Committee to investigate FCC, last Tuesday announced his candidacy in 1950 for the Republican nomination to Congress from Ohio's 16th district.

Mr. Bow

A member of the Republican State Central and Executive Committee since 1946, Mr. Bow is now a senior member of Bow, Ake and Thomas, with offices in Canton's First National Bank Bldg. He already has tendered his resignation to the Republican committee.

Mr. Bow went to Washington in 1947 to act as general counsel to a House Expenditures subcommittee, organized to investigate propaganda and publicity in government circles. At the insistence of Rep. Forest A. Harness (R-Ind.), chairman of the House Select Committee, he remained as general counsel. On Jan. 1 he became legal advisor to Sen. Andrew P. Schoeppel (R-Kans.).

Issues commanding the attention of Mr. Bow during his tenure, which ended last January with the death of the old Harness committee, included investigations of FCC's controversial Blue Book, licensing practices, the Port Huron and Scott decisions and radio operations relating to Puerto Rico communications and FCC's grant to WIPR Rio Piedros, P. R. He favored revision of the Communications Act and urged Congress to spell out Commission control over program content.

In the statement announcing his candidacy, Mr. Bow urged adoption of Hoover Commission recommendations for economy, and a cut in Marshall Plan and deficit spending.

Drawn for BROADCASTING by Sid Hix

"... Er, what? You'd rather try for the diamond ring instead of the 10-lb can of coffee?"

FCC Actions

THREE new AM stations granted by FCC and three existing stations given improved facilities. Five transfer approved, including sale by John A. Kennedy of WCHS Charleston, W. Va., for $650,000 to Lewis C. Tierney interests. One TV outlet and four AM authorizations deleted. For details of these and other FCC actions, see FCC Roundup beginning on page 76 and Actions of the FCC beginning on page 68.

TIME COSTS

Night Rate To Drop—Clyne

PREDICTION that station rate cards, possibly within the next two years, will no longer show nighttime costs at twice their daytime figures, was made by C. Terence Clyne, vice president of the Biow Co., at a joint luncheon meeting of the Boston Advertising and Radio Executives Clubs Tuesday (Nov. 29) at the Hotel Statler.

Mr. Clyne

"We may live to see the time when this ratio will drop to the extent where night costs will be half those of daytime," Mr. Clyne told the gathering of 250 advertising, agency, and radio executives.

Citing a 90% TV tune-in as against 10% for radio between 8 and 10 p.m. in television homes, he declared that radio and TV are definitely competitive. Although convinced of the penetration of television, he said that it would be at least three to five years before half the radio homes have TV and that this lesser circulation will be the basis of radio's strength. "Radio is still the only true mass medium" he said.

Mr. Clyne advised advertisers to take advantage of the impact of both radio and TV, but he suggested that they study how to use radio most effectively in view of the competition of video. He asked them to consider the question: "Should we switch our money to daytime advertising?"

NEW MALONE SHOW

To Start on ABC Dec. 12

TED MALONE, ABC's poet and story-teller, will start a new series of quarter-hour programs, scheduled for Monday-Friday, 11:15-11:30 p.m., effective Dec. 12. The programs will replace Joe Hasel's sports round up and will be offered to local sponsors in ABC cities on a cooperative basis.

The new program will be in addition to his current shows.

NABET CHANGE

Maher Succeeds Westover

CLARENCE WESTOVER, national executive secretary of the National Assn. of Broadcast Engineers and Technicians resigned effective Dec. 31, it was announced Wednesday by NABET President John R. McDonnell.

He will be succeeded by George Maher, NABET national representative in Chicago. Mr. Maher is expected to come to New York Dec. 9 and consult with Mr. Westover for a week on pending matters. Mr. Maher then is expected to prepare to administer the office from Chicago.

Mr. McDonnell's announcement said the Westover resignation was accepted reluctantly. "His vigor and enthusiasm in union matters has been a great asset to NABET," said Mr. McDonnell. Mr. Westover resigned, said Mr. McDonnell, because of the pressure of personal problems.

LABOR LEAGUE

Plans Program Expansion

EXPANSION of its program service and development of special programs for the 1950 Congressional elections are planned by Labor's League for Political Education, political arm of the American Federation of Labor.

The league's radio campaign this year includes 35 quarter-hour interviews with leaders in public life. They feature Al Hamilton, of the league's radio staff, as interviewer. Titled *Special Report From Washington*, the programs were carried by 50 stations when they started in April, reaching a peak of 189 stations in 43 states, District of Columbia, Alaska and Hawaii.

One of the league's special programs, a three-episode half-hour series titled *Mr. Congressman Reports From Abroad*, carried by MBS, was edited from some 200 hours of recordings.

The labor press, comprising some 300 publications, features news stories and display promotion about the programs. Radio staff includes Paul Green, Terry Honda and Betty Arundell.

Johnson FCBA Speaker

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be feature speaker at the Federal Communications Bar Assn. annual dinner in honor of FCC members to be held Jan. 12 at Washington's Hotel Mayflower, President Guilford Jameson announced last week. FCBA's usual business meeting and election of officers will precede the banquet. Annual dinner committee members include the following Washington radio attorneys: Clair L. Stout, chairman; A. Dale Cobb, Harold G. Cowgill, Corwin R. Lockwood Jr., James A. McKenna Jr., Don Petty, William P. Smith, John P. Southmayd and Harry P. Warner.

FIRST 15 PROGRAM HOOPERATINGS—Nov. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Radio Theatre (CBS)	172	Lever Bros. (JWT)	25.8	22.5	+3.3	3
Jack Benny (CBS) Original broadcast 21.0 Added by 2d broadcast 2.5*	180	American Tobacco (BBDO)	23.5	25.3	—1.8	2
Walter Winchell (ABC) Original broadcast 20.2 Added by 2d broadcast 0.7*	284	Kaiser-Frazer (Weintraub)	20.9	27.7	—6.8	1
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	20.8	18.0	+2.8	8
Godfrey's Talent Scouts (CBS)	156	Thos. J. Lipton Co.-Div Lever Bros. (Y&R)	19.3	19.2	+0.1	7
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	18.3	21.8	—3.5	4
Groucho Marx (CBS)	151	Elgin American Div.-Illinois Watch Case Co. (W&G)	16.6	9.8	+6.8	61
Bob Hope (NBC)	151	Lever Bros. (BBDO)	16.4	20.0	—3.6	5
Charlie McCarthy (CBS) Original broadcast 13.7 Added by 2d broadcast 2.7*	171	Coca-Cola Co. (D'Arcy)	16.4	17.0	—0.6	11
Bing Crosby (CBS)	175	Liggett & Myers (N-E)	16.3	11.5	+4.8	45
Mr. Keen (CBS)	149	Whitehall Pharmacal (Murray)	15.3	11.3	+4.0	49
Crime Photographer (CBS)	149	Philip Morris (Biow)	15.3	13.5	+1.8	25
Day in Life of Dennis Day (NBC)	144	Colgate-Palm.-Peet (Bates)	15.1	15.2	—0.1	15
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	15.0	13.9	+1.1	19
Bob Hawk (CBS)	160	R. J. Reynolds (Esty)	15.0	13.6	+1.4	22

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

KOY-KTUC SUIT

CBS Has Week To Answer

CBS HAS one more week in which to answer a suit filed Nov. 17 in Chicago's Federal District Court by KOY Phoenix and KTUC Tucson as represented by the Salt Valley River Broadcasting Co. [BROADCASTING, Nov. 21]. Chicago law firm of Damon, Hayes, White and Hoban, is seeking specific performance of an affiliation contract for its client. It is reported that CBS plans to switch its affiliation to KOOL Phoenix and KOPO Tucson Jan. 1.

It is alleged by the plaintiff that CBS officials gave assurances that the network affiliation would not be canceled or terminated. Answer will either admit or deny, and is required by law to be filed within 20 days after suit is admitted to court. If admitted, the judge will decide if the plaintiff is entitled to relief. If denied, Salt Valley Broadcasting will attempt to prove its charges.

Upcoming

Dec. 5-6: CBC Board of Governors, Ottawa.
Dec. 6: Pye Ltd. Demonstration, Park Sheraton, New York.
Dec. 9-10: Southwestern Institute of Radio Engineers second meeting, Baker Hotel, Dallas.
Dec. 12: Multiplex Facsimile hearing, FCC Hdqrs., Washington.
Dec. 15: American Television Society, Park Sheraton Hotel, New York.
Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Hotel Mayflower, Washington.
Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.

BACHELOR luncheon for Stuart M. Kelly (standing), Taylor-Borroff & Co. salesman, who married Betty Barnett, New York timebuyer, is held at New York's Press Box restaurant by agency associates and friends. Attending the surprise party are (l to r): John Stewart, John E. Pearson Co.; Frank Daniel, timebuyer, Lennen & Mitchell; Thomas S. Abbott, advertising director, New York Newspaper Guild; Robert Canavan, sports director, KROD El Paso and the Southwest Network; Ed Devney, William G. Rambeau Co.; Mr. Kelly; John D. Allison, vice president, Taylor-Borroff; N. C. Rorabaugh, president, Rorabaugh Radio & TV Reports; Patrick J. Sullivan, Headley-Reed Co.; James Sutton, manager, Terminal Cab Co.; Justin McCarthy, general manager, Matthew M. McCarthy Inc.; Ed Whitely, timebuyer, Badger & Browing & Hersey; William M. Wilson, executive vice president, William G. Rambeau Co.

NAB ELECTIONS

Forms for Board Are Mailed

FORMS to be used by NAB member stations in nominating and electing board members were mailed Thursday by C. E. Arney Jr., NAB secretary-treasurer. Elections will be held early next year and will be completed by March 17 [BROADCASTING, Nov. 21].

The directors-at-large and the eight even-numbered district directors will be elected. The forms mailed last week allow each member station to designate its voting representative and also its representative eligible for nomination and election to the board. District elections may be held by mail ballot or at special district meetings, at the choosing of the district director.

NAB members have voted overwhelmingly to amend the NAB by-laws so the board may fix dues without regard to the calendar year [CLOSED CIRCUIT, Nov. 28]. The NAB's fiscal year, formerly on a calendar basis, has been changed to April 1-March 31. The new amendment includes a "hardship" clause, which was applied by the board to TV stations affiliated with aural stations already members of NAB. These TV stations pay only $10 a month dues compared to $125 a month for stations not so affiliated. Only 17 member votes were cast against the new by-law.

DALTON LEAVES ECA

Returns to WHAS Position

NEIL DALTON, director of information for ECA, is returning to Louisville, Ky., to resume his position as public relations director of WHAS and the associated newspaper properties, the *Courier-Journal* and the *Louisville Times*. He had served with ECA on leave of absence from his Louisville post since last January.

Robert R. Mullen, newspaper and advertising executive for the past 20 years, will succeed Mr. Dalton. Paul Hoffman, ECA Administrator, announced last Wednesday. Mr. Mullen is on leave from John Orr Young & Assoc., New York public relations consultants. He has served as consultant to Mr. Hoffman the past two months. He also has been associated with the *Christian Science Monitor* as an executive, and with *Life* magazine as editorial writer.

'Town Meeting' Cut

WEEKLY ABC series, *America's Town Meeting of the Air*, has been cut from one hour to 30 minutes, effective Jan. 3, date of the renewal of the contract between the network and the Town Hall Inc., New York. No provision has been made for telecasting the Tuesday, 9-9:30 p.m. program, it was learned. The show will use two speakers instead of four, retaining the question-and-answer period.

NEW

The new greater **KTSA** AM/FM

Now! owned and operated by
The San Antonio Express and
SAN ANTONIO EVENING NEWS

New TRANSMITTER

Latest and finest transmitting equipment including 4 new towers in directional array assure top broadcast transmission.

New CBS PROGRAMS

Night and day the greatest radio entertainers in the world in an endless parade of network programs.

New FULL TIME POWER

Gives clearer, more powerful signal; finer, more perfect reception of simultaneous AM and FM broadcasts.

New NEWS SERVICES

Complete radio news service now coordinated with special news bureaus, wire services and reporting staffs of two great newspapers.

New MODERN STUDIOS

And business offices in the Express Publishing Company Building include every facility and convenience.

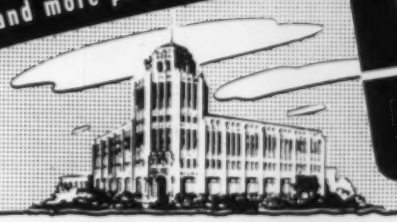
New SPECIAL FEATURES

New public service features, new local programming, broader and improved special events coverage.

Listen! more and more people say, "It's on

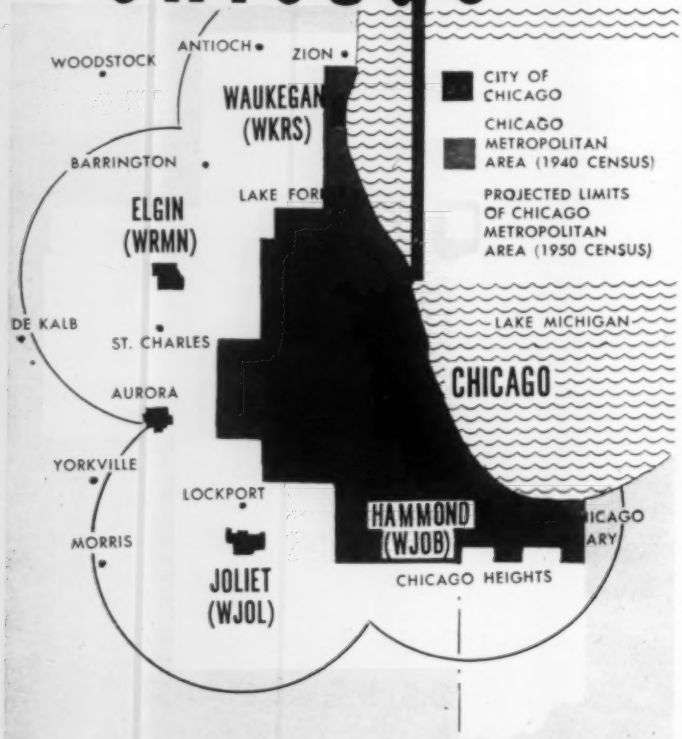
KTSA AM/FM **SAN ANTONIO**

550 on your AM dial
101.5 on your FM dial



FREE & PETERS, INC. National Representatives

chicago



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contact JOSEPH HERSHEY McGILLVRA INC.

FCC'S ROLE

Coy Defends Commissi In College Address

FCC's ROLE as a champion of "freedom on the air" was detailed and defended—by Chairman Wayne Coy last Thursday night in a address at Amherst (Mass.) College.

He called attention to the Commission's Blue Book on programming, its Chain Broadcasting Regulations, the newspaper ownership investigation and the present "newspaper policy" on applications, multiple-ownership rules, the WHKC Columbus decision on broadcasts of controversial issues, the "new" Mayflower decision giving licensees the right to editorialize, the Port Huron decision banning censorship of political broadcasts, and the currently suspended anti-giveaway rules.

"I would of course be the first to agree that some of the Commission's actions restrict the licensee's freedom," he said, explaining:

They restrict his freedom to be unfair . . . to use his publicly owned frequency for his own whims and caprices . . . to use a scarce frequency out of the public domain that belongs to all the people to dole out time to his pets or use it for himself and his own interests and to withhold it from those groups with whom he happens to differ.

They abridge his freedom to dodge his responsibility to operate his station as an open forum for all the conflicting interests of the community instead of as a private chattel to do with as he will. They abridge his freedom to evade his responsibilities as a trustee.

For my part, I conceive it my duty to make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest.

Mr. Coy reiterated, without amplification, FCC's frequent assertion that another network investigation is needed—"not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields."

He conceded FCC's Port Huron decision creates a "real dilemma" for broadcasters in states having laws which hold stations responsible for libelous remarks in a political speech. But he reiterated FCC's view that the federal government has "preempted" this field and that therefore the state laws will not stand up.

He found support for this theory in the recent Pennsylvania TV censorship decision, in which U.S. District Judge William H. Kirkpatrick upheld telecasters' suit against the State Board of Censorship [BROADCASTING, Oct. 31]. Judge Kirkpatrick, he noted, held that the federal government has occupied the field of regulation in radio, including censorship.

Referring to the equal-time provisions of the law on political broadcasts, the FCC chief noted that "in the heated presidential campaign of 1948 the complaints reaching the FCC numbered less than six. And, so far as I know, all of them were adjusted during the progress of the campaign."

Chairman Coy said that "despite deviations and derelictions such as I have discussed, the total performance of American broadcasting has resulted in the presentation of a breadth and diversification of opposing viewpoints that has established it as a people's forum of high utility to the functioning of our democracy."

He conceded that government licensing power in radio "carries with it the possibility of abuse," but said "neither the radio industry nor the Commission as presently constituted show any disposition whatsoever to permit such abuse to arise."

Vigilance Is Indispensable

He felt, however, that "it is not safe to assume that things will always so continue," and that "here, more than in any field, eternal vigilance is indispensable."

Nor did he think it "safe" for the public to rely upon broadcasters alone to "resist any tendency to undue control of access to radio facilities." The answer, he said, is "an organized and informed public" which will keep watch against government encroachments and also assist government in opposing restrictions advanced by industry or pressure groups.

WBRC-FM OFF AIR

Hanna Cites FM Disinterest

WBRC-FM Birmingham, described as the most powerful radio station in the world because of its 546 kw output, was to go off the air at midnight Saturday, Dec. 3.

The station had been focal point of a network of 24 AM stations in Alabama and Tennessee, operating since last Feb. 14 as Associated Broadcasting Service [BROADCASTING, Aug. 29]. The network was developed by Mrs. Eloise Smith Hanna, president of Birmingham Broadcasting Co.

Mrs. Hanna said, "The decision was brought about due to the fact that FM has not been accepted by the general public. Therefore, consistent with the policy of the Birmingham Broadcasting Co. of serving the people of Alabama it was decided that it was in the public's interest to concentrate all efforts on WBRC and WBRC-TV. Plans for the expansion of WBRC-TV facilities will be announced later."

Three FM stations still operate in Birmingham — WSGN-FM, WAFM (FM) and WJLN (FM).

The WBRC-FM network had operated in the red at the rate of $9,000 a month last winter but this had reduced to $3,000 by May. Last summer Mrs. Hanna was quoted as predicting it soon would be paying for itself. The station's signal is said to have been easily picked up over a 200-mile radius.

Look into Lang-Worth . . .

for the ONE Program Service that's always ONE step ahead of the rest!

While the presses roll on The NEW Lang-Worth Transcription, Lang-Worth still offers MORE for every member of your staff!

FOR THE PROGRAM DIRECTOR... In Program Scripts for this month of December alone: 35 Special Christmas Shows! 10 Special New Year's Shows! Including a *full-hour* Documentary "Production" Program—"50 YEARS IN REVIEW—A Cavalcade of America's Music Through Half-A-Century of History!"

And all year 'round: Individual Network Calibre Program Series covering every category of listener-interest.

In Talent: A constant flow of new Name talent, to sweeten up the old standbys. Added in the last 4 months of '49: . . . RED NICHOLS AND HIS FIVE PENNIES —HENRY BUSSE AND HIS FAMOUS SHUFFLE-RHYTHM BAND—RAY ANTHONY, HIS TRUMPET AND HIS ORCHESTRA! Coming up for the New Year: The famous Victor Recording Artist, RUSS CASE AND HIS ORCHESTRA.

FOR THE SALESMEN . . . Selling aids, publicity, pictures, mats, promotional material, etc., in addition to a breakdown list of sponsors currently using Lang-Worth programs in markets throughout the U. S. and Canada.

FOR THE PRODUCER-DIRECTOR . . . The widest and most versatile library of distinctive program themes, special production aids, spoken intros and signatures, mood music, bridges, backgrounds—in addition to the exclusive Lang-Worth "Synkrodisk".

FOR THE ENGINEERS . . . The most revolutionary development in sound reproduction—The NEW Lang-Worth 8-inch Transcription—offering 15 additional points of superiority. If you haven't heard it yet—send for your audition sample.

FOR THE DISC-JOCKEY . . . Information that puts the answers right at your finger-tips. Popularity dates on tunes, copyright, source (movie or musical play), vocal entrances, tempo, rhythm, timing—*all on label copy* as well as in "Talendex". All instrumental selections on separate discs from vocals.

FOR THE LIBRARIAN . . . The easiest, most comprehensive system of cataloguing and filing ever devised. Simple numbering, the compact "Talendex" and "4000". And a sturdy, unbreakable 8-inch transcription that weighs ONLY 2 OUNCES!

AND FOR YOU, THE MAN WHO PAYS THE BILLS . . . Lang-Worth more than pays for itself!

Tested Hoopers, endorsed sponsorship of programs and talent, prove that the monthly charge for your Lang-Worth Program Service is just a drop in the bucket compared to what it brings to your bank.

For the one really progressive, visionary Program Service . . .

LOOK INTO . . .

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57TH STREET, NEW YORK 19, N. Y.

"A Quality Service — Complete and Compact"

Farm Radio

(Continued from page 22)

search paper on the measurement of audience impact.

Roy Battles of WLW Cincinnati was elected NARFD president at a business meeting Sunday morning. He succeeds Wallace Kadderly of KGW Portland, Ore. Phil Alampi of WJZ New York, retiring secretary-treasurer, was elected vice president. His former post was taken over by Chris Mack of WNAX Yankton, S. D. Retiring vice president is Gordon Louden of the Agricultural Extension Service at Louisiana State U.

Mr. Battles moderated a panel on "Selling Farm Programs," pointing out "(1) if the farm department is in the black, you are on much firmer ground in the station, (2) sponsored programs are usually much better than sustainers, (3) TV's spectacular growth, and doubling of AM stations in four years, add up to possible financial problems in the station, (4) now is the time to attract desirable sponsors, before the heat is on financially, (5) the economic pulse of the nation is good, but what would a recession mean to your department? (6) is your show good enough to attract listeners and sponsors?"

Seeks Farm Audiences

"We buy stations that have a good farm audience and a good farm editor," said Leo Olsen, advertising manager of the DeKalb, Ill., Agricultural Assn. This is "difficult to do," he added, because there "is only one good farm listening survey." Because big stations often do not key shows to farmers and offer air serials instead of farm shows at noon, "we use small stations for better and beamed coverage," he said.

"There's still novelty in radio, although I've been in it 25 years," Joseph G. Bumgarner, account executive at E. H. Brown agency, Chicago, told the group. He finds sponsors are more critical of radio than black-and-white advertising, that distribution must fit the coverage pattern if radio is to be used, that mechanical items are hard to sell on AM but that "there's nothing better than radio to build up prestige and service a trade name."

Farm shows are sold easily in Iowa and at WMT Cedar Rapids because "we have a good farm director and good facilities," in the opinion of WMT's sales manager, Lew Van Nostrand. His rules for developing a serviceable, commercial farm program: Know the area served and the people in it, give specific service, work closely with the sales department.

Serve Audience First

Lowell Watts of KLZ Denver believes in serving the audience first and then the sponsor. "People must believe you and be with you, and entertainment is supplementary to factual information and guidance," he said.

Charles Worcester, farm director of WMT, was chairman of a discussion group on "Servicing the Farm Program and Keeping it Sold." Appearing with him were Charles N. Karr, sales promotion manager of Allis-Chalmers' Tractor Div., Milwaukee; Ross Wallace of Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager of WNAX Yankton, S. D., and John C. Drake, sales promotion and publicity director at WLS Chicago.

"The battle starts after the program is sold," according to Mr. Sullivan. His recommendations: Guard against misunderstandings with the agency and the client; salesmen should go into the field with the farm men; tie in work with the promotion and merchandising departments, and promote "sponsor conservation."

Ross Wallace said the most important agency factor is buying the correct time slot. Publicizing the show is secondary, he believes.

Living with the client is more important than getting the contract, in the opinion of Mr. Karr of Allis-Chalmers. "Make the honeymoon last by building and holding a solid farm audience, by promoting network and recorded shows as strongly as local originations, and by letting sponsors know just what you are doing by forwarding them lists of plugs you've given. Get acquainted with the sponsor's 'family', his local sales representatives," he added.

Promotion Ideas

Outlining the ideal relationship between a farm director and the promotion manager of any station, Mr. Drake of WLS said servicing varies little between big and small stations. "Farm people are just people." The best promotion is a cooperative enterprise, with promotion of all farm accounts with large, institutional campaigns, he said. Primary purposes are to keep the show sold to the listener and to the sponsor, and "both are of equal value." Mr. Drake suggested distribution of a farm service bulletin to agencies, advertisers and potential clients with explanations of exactly what the farm department does. Most important, promotion men should know farm people just as farm directors do, he concluded.

The program for the sixth annual meeting was planned by Paul Visser, director of agriculture at NBC Chicago. At the concluding session, Sam Schneider of KVOO Tulsa directed summation and general discussion.

Buchanan Named

TENNESSEE Valley Chemical Corp. has appointed Buchanan & Co., New York, Chicago, Los Angeles and San Francisco, to handle the advertising for two new products, Tev plastic starch and Tev wick deodorizer. Radio will be used.

SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND
WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-*billion* dollars!

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases last year amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

TIGHTEN YOUR GRIP
ON THE NATION'S THIRD MARKET!

● To step up *your* sales in the rich, responsive Philadelphia market-area.. use sure-pulling, hard-working KYW!

KYW is the station that's *always* on the job! On the job with its new, more powerful antenna system to give you extra coverage. On the job with new, stimulating program formats to bring you extra listeners. On the job with audience checks that show an ever heavier response!

At any time of day or night, your sales message will get action on KYW! To tighten your grip on the nation's third market, call KYW or Free & Peters.

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Hooper

(Continued from page 21)

director, outlined the method used.

"In January-February 1949, 3,114 families, distributed geographically in proportion to population, reported on diaries the radio programs to which they listened during seven consecutive days.

"Among the programs broadcast was a daytime serial, broadcast five times weekly and transmitted over about four-fifths of the stations available on its network. This program was sponsored by a soap manufacturing company, and the same individual product of this company had been advertised on this program since June, 1943, a period of about five and one-half years prior to the time the listening reports were made.

"During the months of February-March 1949, 2,361 families who had reported their radio program listening also returned questionnaires giving the family usage of various product brands, of which household cleansers was one. The survey of product 'use' was so conducted as to be associated in no way with 'listening' survey in the respondents' minds.

2,361 Replies

"This study is an analysis of the 2,361 replies to determine the effect of listening to the surveyed program on the family usage of the soap product.

"If the total group of respondents could be divided into two groups (program listeners and non-listeners) both of which were represented in random samples of the same population in respect to all factors which influence product usage except the specific program listening, then the differences in usage between the listeners and non-listeners above a normal level of statistical probability would truly represent the association between listening and usage. In this association, listening is the independent variable and usage is the dependent variable.

"The first step, therefore, was to divide the 2,361 reports into two groups—listeners (348) and non-listeners (2,013)—in order to determine the degree of difference in these two samples in regard to their representativeness as identical cross-sections of the same population—an essential requirement of this analysis. The two groups were tabulated in respect to location of family by geographic divisions and the community size and by income levels, size of family, and number of radio sets. All of these data were known regarding the individual family respondents.

Overlap Indicated

"When the above tabulation was made, it was apparent that the two samples were not representative of the same population, but were in fact cross-sections of two distinct but overlapping populations, and the differences in product usage level between these two populations might be due in part or in whole to factors other than that of program listening which was to be measured.

"It was necessary, therefore, to modify the two sample groups by eliminating the excess families in certain classifications so that the two groups would have approximately equal proportions in each subdivision and hence would be equally representative of the same population in respect to all factors influencing the usage of the product. In this modification, product usage was, of course, ignored.

"Because the non-listener group was the larger, deductions were made in this group to bring the geographic area by community size and geographic area by income levels to an identical match with the listener group. By eliminating 1,097 families from the original non-listener group and 21 families from the original listener group, an identical match was obtained, comprising 327 listeners and 916 non-listeners.

"By matching the two samples with respect to community size within each geographic area, the requirement that both samples be representative of the same population (except as to the specific program listening) was met. Factors other than the radio program which influenced family usage such as product distribution, price resistance, space advertising, local promotions, etc., therefore were equally represented in the two matched samples, and the effectiveness of listening to the program was isolated.

Sample Comparison

"Having matched the samples, the proportion of product users among listeners and non-listeners was established in the total as well as the subdivisions of the samples."

Mr. Hooper admitted the technique of measuring program effectiveness in matched samples was in itself not new. Frank Stanton, now CBS president, described an application of it in 1940, when he was CBS director of research, in the Journal of Applied Psychology.

The new Hooper service represents a development of the technique investigated by Mr. Stanton and its adaptation to commercial use.

Results of the sales impact rating of the daytime serial used as a sample in Mr. Hooper's announcement showed that among listeners to the program there was considerably more use of the product advertised — the cleanser — than among a matched sample of non-listeners. The report showed 41.6% of the listeners used the cleanser, while only 30.2% of the non-listeners did.

Mr. Hooper refused to divulge the rates to be charged for the new service. He pointed out, however, it was an independent service not included with other Hooper services.

He believes its strongest appeal will be to advertisers. Present plans contemplate two sales impact ratings reports per year, although greater frequency may be attained in the future, Mr. Hooper said.

GENERAL MANAGER Ralph O'Connor of WISC Madison, Wis., has his beard shaved by Mrs. C. J. Klingele, winner of the station's *Money Man* question. Shaving of Mr. O'Connor's facial adornment climaxed a beard raising contest held among WISC staff members who resolved not to shave until the question was answered. The delicate operation was performed at one of the Rennebohm Better Drug stores where Gillette blades came in for a tie-in. Watching ceremony are (l to r) WISC staffers, Mort Wagner, Lee Wesner, Jerry Harper and Richard Nickeson.

SARNOFF CITATION

To Receive UN Presentation

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, will receive a United Nations citation for his "advocacy of concepts of freedom to listen and freedom to look" at a commemoration of the first anniversary of the adoption of the universal Declaration of Human Rights.

The ceremony will precede an NBC television discussion on freedom of information from Carnegie Hall, New York, Dec. 10, 5:15-5:45 p.m. The program will be rebroadcast on NBC's radio network Sunday, Dec. 11, 1:30-2 p.m. as the *U. of Chicago Round Table* program. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, will present the citation to Gen. Sarnoff.

Goodyear Renews

ABC SERIES *The Greatest Story Ever Told* (Sunday 5:30-6 p.m.), dramatizations of Biblical stories, has been renewed effective Jan. 1, for the fourth sucessive year by Goodyear Tire & Rubber Co., Akron. The program has received numerous awards for general excellence, most recent of which was first prize in the radio category awards by Freedom Foundations Inc., and honorable mention from the National Council of English Teachers. Kudner Agency, New York, is the agency for the contract, which covers 72 ABC stations.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WIOD Miami, Florida USES Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.

Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

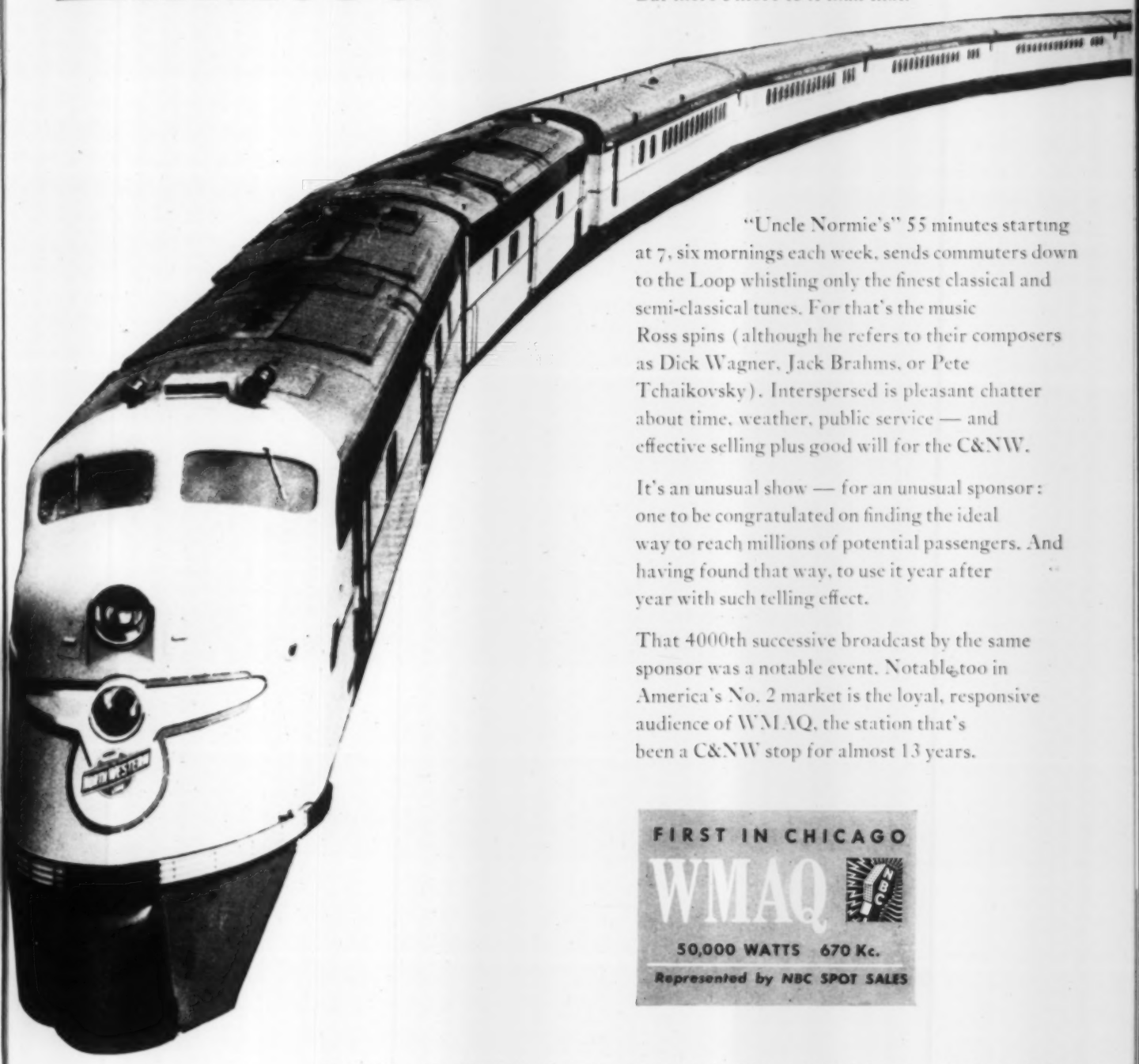
PT6-JA

A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low $499.50

Non-stop Limited

The other day, Norman Ross brought in the 4000th consecutive broadcast of the "400 Hour" with the usual relaxed skill which has always marked this Chicago institution on WMAQ.

Length of time on the air alone — now almost 13 years for the same sponsor, the Chicago and North Western Railway — would be enough to make the show an institution. But there's more to it than that.



"Uncle Normie's" 55 minutes starting at 7, six mornings each week, sends commuters down to the Loop whistling only the finest classical and semi-classical tunes. For that's the music Ross spins (although he refers to their composers as Dick Wagner, Jack Brahms, or Pete Tchaikovsky). Interspersed is pleasant chatter about time, weather, public service — and effective selling plus good will for the C&NW.

It's an unusual show — for an unusual sponsor: one to be congratulated on finding the ideal way to reach millions of potential passengers. And having found that way, to use it year after year with such telling effect.

That 4000th successive broadcast by the same sponsor was a notable event. Notable, too in America's No. 2 market is the loyal, responsive audience of WMAQ, the station that's been a C&NW stop for almost 13 years.

FIRST IN CHICAGO

WMAQ

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

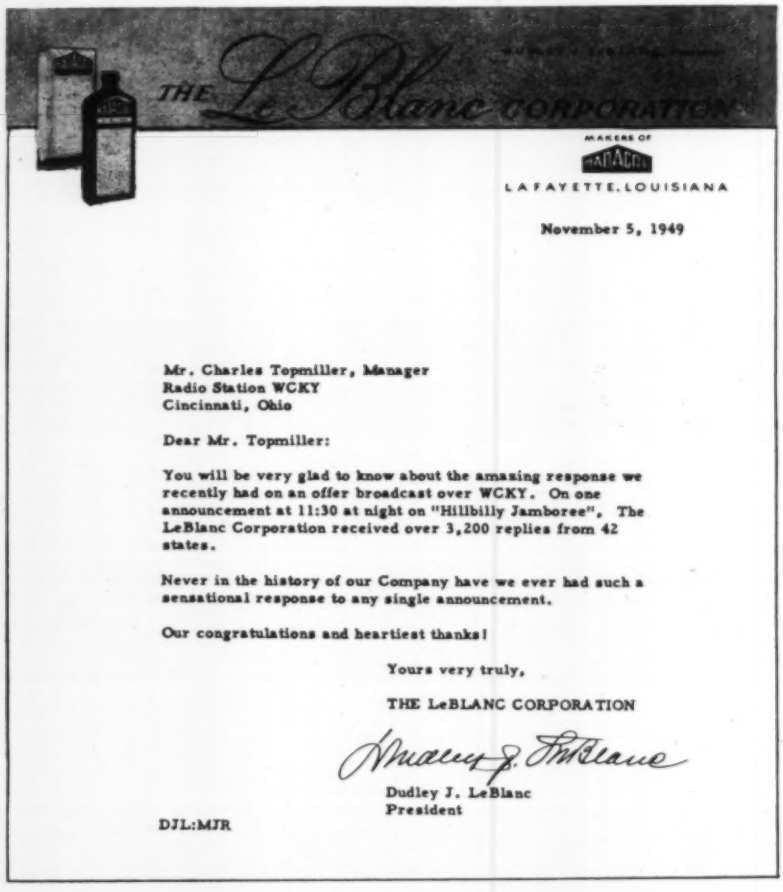
THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

THE LATEST WCKY STORY

THE WCKY JAMBOREE DOES IT AGAIN!

FOR HADACOL, A PRODUCT USING OVER 200 STATIONS, WCKY PRODUCED THE GREATEST RESPONSE IN THE HISTORY OF THE LE BLANC CORP.



THE LeBlanc CORPORATION

MAKERS OF HADACOL

LAFAYETTE, LOUISIANA

November 5, 1949

Mr. Charles Topmiller, Manager
Radio Station WCKY
Cincinnati, Ohio

Dear Mr. Topmiller:

You will be very glad to know about the amazing response we recently had on an offer broadcast over WCKY. On one announcement at 11:30 at night on "Hillbilly Jamboree", The LeBlanc Corporation received over 3,200 replies from 42 states.

Never in the history of our Company have we ever had such a sensational response to any single announcement.

Our congratulations and heartiest thanks!

Yours very truly,

THE LeBLANC CORPORATION

Dudley J. LeBlanc
President

DJL:MJR

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HADACOL IS ONE OF A SCORE OF SUCCESS STORIES. HERE ARE WHAT OTHER ADVERTISERS ARE DOING ON THE JAMBOREE:

THE BLADE MAN CO.	SOLD 48,961 PACKAGES OF 100 RAZOR BLADES
THE L & M CO.	SOLD 15,223 SETS OF PLASTIC TABLECLOTHS AND APRONS
THE TOY MAN, INC.	SOLD 20,652 CHRISTMAS TOY SETS WITHIN TWO MONTHS
ART INSTRUCTION, INC.	PULLED 5,989 INQUIRIES ON ITS ART COURSE

YOU CAN SELL YOUR PRODUCT TO A LARGE PROVEN BUYING AUDIENCE ON WCKY–AN AUDIENCE BUILT WITH INDEPENDENT *UNDUPLICATED* PROGRAMMING.

Call collect Tom Welstead
53 E 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

The PI-ed Pikers

INDULGE US a little soul-searching shop talk after sign-off.

It's about the parasite P. I. We shall mention no names simply because we do not want to promote the particular outfit.

Several weeks ago there came over the transom from this company a display ad in the form of an open letter to stations and representatives—a P. I. deal for stations. The copy was artful. It sought the "advice" of stations and representatives. But it made the inevitable pitch—sell it for two bucks and keep half.

We turned the ad down, consistent with our policy. It was resubmitted twice, but in each instance the P. I. aspect was there.

The story could have ended there, just as have several others in the P. I. plague of recent months. But our P. I. zealot wasn't content. He has circularized stations, advising them that the ad had been prepared for BROADCASTING and that it "was turned down flat."

We began hearing from stations and representatives. They were of one accord:

"Congratulations on your policy. . . . If ever the broadcasting industry looks favorably on PI business, I'm afraid it is the end of radio as a legitimate advertising medium."

"When local advertisers become familiar with this system of buying radio time, I'm afraid they will refuse to pay rate card rates."

"I think your refusal of this advertising is appreciated by the entire industry."

"I wish to congratulate you on the stand taken in this matter. I have always been a strong supporter of the stand taken by your magazine in regard to P. I. deals. Your action . . . is definite proof that you practice what you preach. . . . You give us the best trade publication in the United States."

"Another reason for writing this letter (to the P. I. entrepreneur) is that I really want to go on record as complimenting Sol Taishoff and his advertising department."

And so it went.

Thanks for bearing with us.

Of Eyes, Type & Circulation

WITH COMMENDABLE enterprise, *Editor & Publisher* has made a precedent-shattering survey of television's effect on newspaper circulation. It has found that in 33 of 42 TV cities, newspaper circulation has increased some 2% this year over 1948.

The surprise is not so much that newspaper circulation increased, but that it increased so little, both in TV and non-TV cities. Newsprint has been plentiful, in contrast to wartime rationing and postwar grey markets. Circulation campaigns have been under way.

It may well be that TV will have little overall effect upon newspaper and magazine circulations. The experience may turn out to follow that in sound radio. More radio sets are being sold than ever before, and, after the first TV flush, radio tune-in actually has increased. Yet TV sets are selling beyond plant capacity and this Christmas will be an assured sell-out.

E. & P. shouts Eureka. But it may be whistling prematurely through its 7 pt. type. You can read when you listen. But can you read newspapers or books when you're telelooking?

We'll be interested in the results of *E. & P.'s* second survey a year from now, when the TV set population will exceed 7,500,000 in about 125 markets. TV may not be a cut-throat competitor, but we would not suggest, that the printed media turn their collective heads.

AM Alive or NARBA Dead

ANY day now there will be action in Montreal on NARBA. The issue is whether the most powerful nation on earth shall submit to the preposterous demands of Cuba, no bigger than a midget's hand.

Cuba, after feinting, bluffing and grimacing all over the Montreal landscape, asks for 108 assignments. It seeks protection from our regional stations, entailing a junior reallocation. It would break down three additional dozen 1-A clears and would acquire rights on virtually all our 1-B's. For an island population of 5 million it wants facilities adequate to serve practically everything in our hemisphere south of Florida.

If our delegation capitulates, the responsibility must be laid at the doorstep of our State Dept. (probably with the consent of the FCC) which sanctimoniously invokes the "hemispheric solidarity" wheeze. And that would be only the beginning. What about Mexico, which without explanation, so far has abstained from participation? And will Canada stand by?

It isn't so much how individual stations may be affected, though that's disastrous enough. Rather, it's the principle of the U.S. being caught in the continental pincers and being pushed around virtually at will.

If there is no treaty (and that would happen, we judge, only if the State Dept. is convinced that there would be no chance of Senate ratification), then the alternative presumably would be an "ether war." Such an eventuality, of course, is undesirable, but to American broadcasters and to the public, it is to be preferred over complete subjugation and the inevitable clamor from others for corresponding treatment.

Indeed, there's an ether war on now. Cuba is occupying about every facility it has demanded. The difference is we are not fighting back with our own watts. Our State Dept., of course, might well oppose such retaliatory measures, but we feel national pride and self-preservation would prevail through an outraged Congressional reaction. Those members of Congress already apprised of the Cuban cupidity have had the same reaction: Let's have "jungle warfare" if they want it.

Why should our State Dept. shrink when mention is made of economic reprisals? Are broadcasters second-rate citizens? Are not listeners in America, where radio was born, nurtured and developed, entitled to service as good as that accorded our Cuban cousins? There are 150 million of us; 5 million of them, and you could put all of Cuba in the vest pocket of Texas.

But there's more than one way of skinning the radio cat. Call the status quo a "cold radio war." Practically all of the good Cuban transmitters are U. S. made. Others are haywire. How much more power can they emit even with overloaded transmitters? Can they foot the additional bills? They can cover Cuba's pint-sized area with a few watts, but they can't get any more rate out of wasted watts.

Cuba has little or no reserve equipment. Tubes and condensers burn out. Our manufacturers certainly wouldn't be disposed to sell them replacements simply to blast away at their good U. S. customers. That isn't prudent business. So, if need be, let them fire away and burn out.

The U. S. delegation, headed by FCC Comr. Hyde, has had a thankless job from the start. Chairman Hyde has made it clear that he did not intend to stand by and see U. S. radio liquidated. He, however, is subject to State Dept. veto.

But, whatever the diplomatic stresses or the political strains, let's have U. S. radio alive, or NARBA dead.

Our Respects To—

Rev. FRANCIS EDMUND CORKERY, S.J.

AMONG the presidents of the nation's leading stations, there are few Doctors of Philosophy, still fewer university presidents—and members of the clergy are rare indeed. Yet the Very Reverend Francis E. Corkery, S.J., A.B., M.A., Ph.D., STL, who in September became president of KGA Spokane, is all of these, and a first-class administrator in addition.

Father Corkery, whose priestly robes do not hide a colorful, vigorous personality, disclaims knowledge of radio operations, and his life's experience in the service of religion and education would seem to indicate at most a limited contact with station management. Still, as he talked about plans for the station before he became head of KGA, his conversation showed real familiarity with the problems involved even to such details as the desirability of a low spot on the dial.

The president of KGA, ABC's affiliate in the Inland Empire of eastern Washington State, has entered the area of radio by virtue of his position as president of Gonzaga U., one of the largest Jesuit institutions of higher learning in the Pacific Northwest. Formerly owned by Louis Wasmer, long-time Northwest broadcaster and a member of the university's board of regents, KGA was sold to Gonzaga last spring for $425,000 [BROADCASTING, June 20]. Mr. Wasmer continues with the station in an advisory capacity, although serving without salary.

Father Corkery's philosophy of the role of radio indicates a rare combination of realistic practicality and loftier vision regarding the medium's value.

"A well and properly informed public," he believes, "is the only true safeguard of the dignity and freedom of man. Radio, being one of the major means of communication and education, has a tremendous responsibility of properly informing the mind in the basic underlying principles upon which the whole concept of human freedom and dignity rests. This responsibility in radio is the greater because it reaches every segment of society and reaches into every home in the land. Its message is heard by persons of every age and of every condition in life."

Because radio, to Father Corkery's way of thinking, is essentially a public service operation, it is particularly fitting that KGA should now be operated under the aegis of a university. The station president has no narrow conception of "public service," however, for he visualizes the inclusion of a constructive viewpoint in all programs, not merely the so-called "educational" broadcasts.

(Continued on page 41)

CONFLUENCE*

Two powerful currents meet at WOV...

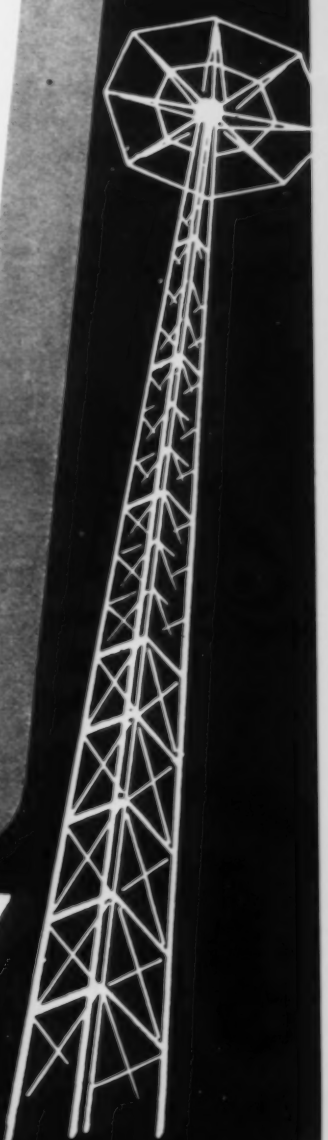
Confidence of Metropolitan New York's 2,100,000 Italian Americans in the one station . . . WOV . . . which daily enters their homes— hold their trust, respect and affection and

Influence of WOV over their thoughts, their habits and their buying decisions results in

Sales power of compelling strength as these two currents flow together at WOV. Long years of familiarity and friendly association have built up the unity of interest between audience and station which is the foundation of WOV's influence in New York's rich Italian market.

That is why more advertisers use WOV, the dominant sales medium in this, the largest Italian market in the world.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Management

HILLIS W. HOLT resigns as general manager of WHAY New Britain, Conn., to become chairman of board of directors and chief engineer of station which is owned by Central Connecticut Broadcasting Co.

HOMER GRIFFITH, formerly head of his own station representation organization, joins executive staff of KAFY Bakersfield, Calif.

T. O. M. McCULLOUGH, part owner and former general manager of WMBM Miami Beach, joins Gerity-Michigan Corp. (Dishmaster dishwashing machines, manufacturers and distributors of die cast and plated products), as sales manager. He will headquarter in Chicago and retain his radio interests.

DON MACKAY, station manager of CJCJ Calgary, Alta., elected mayor of Calgary on Nov. 24.

HUBBELL ROBINSON Jr., CBS vice president and director of programs, is in Hollywood for two weeks conferences.

JOHN CARL JEFFREY, general manager of WIOU Kokomo, Ind., is the father of a girl, Janelle Anne, born Nov. 16.

CANADIAN radio listeners have paid more than $13,000,000 in radio license fees over past three years, according to report tabled in Parliament at Ottawa by Transport Minister L. Chevrier. Annual license fee is $2.50.

GRANGE BACKS CLEARS

Urges FCC Action

DEMAND that all existing clear channels be retained was made Nov. 26 by the National Grange at its annual meeting in Sacramento, Calif. The California State Grange a week earlier had taken a similar stand [BROADCASTING, Nov. 28].

The national body demanded that the FCC give clear-channel stations permission to operate at sufficient power to provide adequate service to all rural areas and insisted the State Dept. resist any attempt by other North American nations to set up stations on frequencies now assigned U. S. clears.

Football Guests

WSBT South Bend, Ind., and the Paul H. Raymer Co. last month joined in entertaining advertising agency people in New York and Chicago on two football parties. In New York, the agency representatives were entertained at a luncheon at the Hotel Roosevelt and then were guests at the Notre Dame-North Carolina football game at Yankee Stadium, Nov. 12. On Nov. 26, Chicago agency personnel were brought from the Windy City to South Bend where they were entertained at a luncheon at the Indiana Club and then witnessed the Notre Dame-Southern California game.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Merry Christmas

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

NEW ENGLAND GROUP

K-C Forms Unit

FORMATION of the New England Broadcasting System, made up of 21 stations in the six New England states, was announced last Tuesday by Kettell-Carter, Boston, station representative.

Announcement was made during a day-long sales meeting held at Boston's Hotel Statler. Morning session was devoted to an agency panel. Participants included: Jan Gilbert, Harold Cabot & Co. Inc.; Lois H. Scott, John C. Dowd Inc.; Edmund J. Shea, James Thomas Chirurg Co.; Helen C. Horrigan, Chambers & Wiswell Inc.; Beatrice Ludwig, Bresnick & Solomont Inc., and Eugene F. Stafford, Daniel F. Sullivan Co.

NEBS will function on a single rate card, order, and billing basis; the 21 stations sold as a single unit, or a portion of the group sold to any advertiser. Potential listening audience of the group, according to K-C, is 5 million of New England's total population.

Kettell-Carter said NEBS' slogan is "Buy the Boston station of your choice—NEBS delivers the rest of New England." Stations comprising the newly formed broadcasting group are:

Maine—WABI Bangor, WLAM Lewiston-Auburn, WPOR Portland, WTVL Waterville; New Hampshire—WFEA Manchester, WKNE Keene, WLNH Laconia, WMOU Berlin; Vermont—WJOY Burlington, WSKI Montpelier-Barre; Massachusetts—WACE Chicopee-Springfield, WALE Fall River, WBEC Pittsfield, WBKA Brockton, WBSM New Bedford, WEIM Fitchburg, WHAV Haverhill, WKOX Framingham, WNEB Worcester; Rhode Island—WHIM Providence; Connecticut—WTHT Hartford.

Taking part in the morning session of the day-long sales meeting was a panel of Boston agency personnel, including Jan Gilbert, Harold Cabot & Co.; Lois H. Scott, John C. Dowd Inc.; Edmund J. Shea, James Thomas Chirurg Co.; Helen C. Horrigan, Chambers & Wiswell Inc.; Beatrice Ludwig, Bresnick & Solomont; and Eugene F. Stafford, Daniel F. Sullivan Co.

The afternoon session was devoted to local selling problems, with Gerald Higgins, sales manager of WLAM Lewiston, Me., and Robert Peebles, sales manager of WKNE Keene, N. H., leading the discussion.

Following the sales meeting, station men and Kettell-Carter were hosts to a group of New England agency executives and advertisers at a cocktail reception held at the Hotel Somerset.

RADIO MAIL

Favors the Program

WHILE unsolicited letters written to radio programs probably overemphasize the unfavorable side of audience reaction, still almost every letter received is, in a way, a mark of approval. These are two of several conclusions drawn from a survey of fan mail conducted by Leo Bogart, member of the public relations department of the Standard Oil Co. of New Jersey.

Mr. Bogart's findings were based on an analysis of mail received on behalf of the New York Philharmonic Symphony Orchestra concert broadcasts, sponsored by the Standard Oil on CBS, Sunday (3-4:30 p.m.). His report appears in the fall, 1949 edition of the *Public Opinion Quarterly*, published by Princeton U. Press.

Mr. Bogart explains in his summary that while the critic seizes his pen more hastily than the partisan, it is easy for the listener who dislikes what he hears to switch to another station. Therefore, Mr. Bogart believes that one who takes the trouble to write expressing criticism evidently is attracted strongly to the program. Solicited mail also produced a typical response, he explains, because persons influenced by appeals for mail already feel some favorable involvement with the program.

H. M. GOLDBERG

Dies In Plane Crash

HARRY M. GOLDBERG, 47, production manager at Ruthrauff & Ryan, New York, was killed last Tuesday in the Dallas crash of an American Airlines DC-6, en route from New York to Mexico City.

Mr. Goldberg joined R&R in 1917, at the age of 15, as a mailroom boy, and worked his way up through the production department. He was considered to be one of the top production men in the city.

His wife, Sophie, 42, also was killed in the crash. They are survived by two children, Doris, 20, and Howard, 18, a U. of Pennsylvania freshman.

One of the crash survivors was Dr. Luis de la Rosa, of Mexico City. Senor de la Rosa is director of the Chamber of Broadcasters of Mexico and one of the organizers of the Inter-American Assn. of Broadcasters. He was en route from New York to Mexico City.

Thomas H. Murray

THOMAS HENRY MURRAY, 48, administrative assistant to William J. Norfleet, chief accountant in charge of FCC's Bureau of Accounting, died Nov. 27. He had successfully undergone a major operation when he suffered a blood clot, it was reported. He is survived by his wife and two children.

Advertising on this Station MUST MAKE GOOD— or WE WILL!

WGRD
Grand Rapids, Michigan

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

December 1, 1949

To the PRESS and RADIO:

Subject: COMPETITION -- THE AMERICAN WAY

Our railroads live in a world of competition, and have done so for more than a century. They are in competition not only with one another but also with other forms of commercial transportation -- by highway, by air and by water. They know what it is to meet competition, and they must keep on meeting it.

First of all, there is competition in service. Each form of transportation can do certain things and each offers advantages. However, only the railroads are true common carriers, because they are the only form of transportation which can and does handle anything movable, in any quantity, for anyone, anywhere, and in any season of the year.

There is also competition in rates charged for transportation service. These rates must be low enough to move the traffic and at the same time high enough to meet and to cover the cost of doing business.

The public wants and is entitled to the most adequate, the most dependable, and the most economical transportation service, all costs considered. The only way that sort of service can be provided is to have competition among carriers on an even basis, with each form of transportation standing on its own feet and paying its own way without government aid or subsidy.

Sincerely yours,

William T. Faricy

KPRC

BEST BUY in Houston

First IN BMB IN HOOPER IN THE SOUTH'S FIRST MARKET

To sell Houston and the great Gulf Coast area Buy KPRC

FIRST in Everything that Counts!

KPRC

HOUSTON

950 KILOCYCLES - 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

Commercial

CHET YOUNG resigns from sales staff of WOR New York to join WCBS New York as an account executive. Before joining WOR he was in radio department of Associated Press.

WARREN STOUT named commercial manager of KSEK Pittsburg, Kan. He has been with station as salesman for more than a year, and before that was salesman with WMBH Joplin, Mo.

JACK BRUMBECK, formerly with CBS in San Francisco, joins ABC, in San Francisco, as West Coast sales representative. He replaces **FRANK SCHMIDT**, resigned.

Mr. Brumbeck

CARLO F. ZEZZA, formerly project engineer with Gibbs and Hill, New York, and **JOHN W. DOSCHER**, formerly space salesman with Hearst Newspapers, join WOR New York as account executives.

CLARK-WANDLESS-MANN Inc., New York, appointed exclusive U. S. representative for WAPA San Juan, P. R.

LOUIS LEPROHON, formerly manager of CKCO Ottawa, and CKSB St. Boniface, joins Joseph Hershey McGillvra, New York, as special French-Canadian station representative.

INDEPENDENT METROPOLITAN SALES appointed national representative for KOWH Omaha, effective immediately.

ERIC ROSS, formerly of KSWI Council Bluffs, Iowa, joins sales department of KBON Omaha.

WESTERN RADIO SALES of Hollywood appointed West Coast representative for KLAS Las Vegas, Nev. **Donald Cooke Inc.** remains East Coast representative for station.

HARVEY CARY, program director at WKRC Cincinnati since 1947, appointed to local sales force, handling both regional and national accounts for WKRC. He was previously announcer with WBBM Chicago, and network production manager for Midwest Division of CBS. He is succeeded as program director by **PAUL SHUMATE** (see Production).

KETTELL-CARTER, Boston, appointed regional representative of WBSM (FM) New Bedford, Mass. Station is represented nationally by **Joseph Hershey McGillvra Inc.**

JAMES E. FOX, account executive of KWG Stockton, Calif., is the father of a boy, Dennis Leslie, born Nov. 3.

CHARLES E. BURGE, salesman at KXOK St. Louis, is the father of a boy, John Charles.

NEW 10 kw station, CBE, will be opened early next year by Canadian Broadcasting Corp. at Windsor, Ont. CBE will serve Canadian programs to Windsor-Detroit area, and will not air U. S. originating commercial network shows due to proximity of Detroit stations.

TRANSIT RADIO

Faces New Battle in D. C.

ATTORNEYS for Washington, D. C.'s Transit Radio and Capital Transit Co. were preparing a brief last week refuting renewed charges that music-equipped buses and streetcars violate the First and Fifth Amendments of the Constitution, and endanger the "public safety, comfort and convenience."

The brief, to be filed today (Monday) with the Public Utilities Commission, District of Columbia, will answer a new appeal submitted to PUC by two Washington attorneys, Franklin Pollak and Guy Martin. Mr. Pollak, a Justice Dept. attorney, testified before PUC during its October hearings [BROADCASTING, Oct. 31].

The new appeal seeks a ban on present radio receivers in transit vehicles and prohibition of further installations as contemplated by Capital Transit Co. and WWDC-FM, capital TR franchise-operator. Possibility of a rehearing, should PUC place emphasis on the revenue issue before making its decision, also was suggested by Messrs. Pollak and Martin. CTC officials contend that the radio advertising helps defray transit costs.

TR and CTC officials are expected to contend that neither the First nor Fifth Amendments are involved, since each entails legislation by government, and to point out that PUC already has heard evidence tending to disprove that comfort and safety are endangered [BROADCASTING, Nov. 7].

The Pollak-Martin brief charges that the two amendments—dealing with free speech ("freedom to listen") and deprivation of property and liberty without due process of law—are violated by the broadcasts.

RADIO STRENGTH

Campeau Cites AM Power

ABILITY of AM radio to withstand TV competition was voiced strongly last week by J. E. (Ted) Campeau, president of CKLW, Detroit-Windsor, Mutual's 50 kw outlet in that area. He said from the standpoint of his own station's sales figures, AM radio is far from being "on the way out," as CKLW's business is operating 28% ahead of a year ago with local and national commitments pointing to a banner year in 1950.

"Of course," Mr. Campeau said, "TV will continue to grow in acceptance by both viewer and sponsor, however, as TV grows, so will the high-powered AM stations in major markets continue to record extremely satisfactory sales records." He cited an upturn in the sale of AM sets in the Detroit area and the increase in his station's business, concluding both advertisers and listeners are accepting AM broadcasting "as the mass-appeal medium for a long time to come."

LATIN BROADCASTER, Clemente Serna Martinez (l), founder of Radio Programas de Mexico, largest radio network south of the Rio Grande, is host to Percy Hodgson, president of Rotary International. Mexico City Rotarians honored Mr. Hodgson and his wife during a brief visit in Mexico recently. Senor Martinez is president of the Mexico City Rotary Club.

LEVY AGENCY

Gets Three New Accounts

LEVY ADVERTISING Agency, Newark, has recently acquired three new radio-television accounts, Hyman R. Levy, president, announced last week.

The upholstery division of Gimbel's Department Store, New York, has appointed the agency to handle a test radio campaign already launched on WVNJ Newark.

American Limoges China Co., New York (dinnerware), has appointed the firm to handle its national radio and television activities. Radio spots have been scheduled on WPEN Philadelphia, WVNJ Newark, WLIB New York, and WFDR (FM) New York, the latter on a test basis as it is the company's first use of FM. After the first of the year, Mr. Levy expects to use TV film demonstration shows as well as video spots in various cities.

Kitchen Sales Corp., Newark, maker of Cooleroller, aluminum rolling pin with built-in refrigeration, has named the agency for national radio and television advertising. The firm, formerly handled by Huber Hoge & Sons, New York, currently is using WAAT Newark, and after successful testing of WATV (TV) Newark, has scheduled five 15-minute film demonstration programs (Mon.-Fri.) on that station. The direct-sales type of films subsequently will be scheduled in other cities.

Frank Silver is account executive on the Gimbel account, with Mr. Levy handling both American Limoges and Kitchen Sales accounts. David Howard is the agency's radio and TV director.

WBAL means business in Baltimore

Respects

(Continued from page 36)

At the same time, since KGA continues to be operated as a commercial, there have been no major changes in the program schedule or emphasis. Harvey Wixson continues as station manager, and the officials of Gonzaga have retained the services of the entire staff.

"We feel fortunate in having the wealth of experience of those who have been with KGA over the years," Father Corkery said. "Their knowledge will be an invaluable asset. Basic station policy will be determined by Mr. Wixson, in consultation with the University."

As the station's operation under university auspices develops, Father Corkery expects that increasing use will be made of the expert knowledge available from members of the faculty, in such varied fields as international relations, political science, political economy and education. In addition, visiting artists and lecturers who may come to Spokane under university sponsorship will be afforded an opportunity to broadcast over KGA when possible.

KGA's Primary Purpose

Gonzaga has for some time offered courses in radio writing, journalism and broadcasting techniques, and these may be expanded, Father Corkery indicated, with KGA serving as an observation laboratory for the students. Primary objective of the station will continue as in the past, however, major emphasis being on the development of a varied program schedule which will attract both listeners and advertisers. For KGA is not to be an "educational station" in the sense that many college-operated facilities are; rather, the university regards the station as primarily a financial investment.

While Father Corkery has had no previous experience directly in radio management, he does have an extensive background in administration and business affairs. Prior to his presidency of Gonzaga U., a post he assumed on April 12, 1945, he was for nine years president of Seattle College (now Seattle U.) where, during his term of office, the student enrollment leaned from 200 to 1,500. Gonzaga has experienced similar growth in recent years, and a peak registration of 2,000 was reached last fall.

Father Corkery also has distinguished himself as a prominent civic figure in the Northwest by taking the lead in activities outside the realm of education. During the war years, he served as a member of the Regional War Labor Board from its inception. The 50th General Military Hospital, sponsored by Seattle College, counts Father Corkery as its original godfather. The hospital, staffed with 60 physicians and surgeons, dentists and technical experts, and 115 nurses, saw active duty in the European Theatre during the Second World War.

The son of the late Mr. and Mrs. T. J. Corkery, Francis Edmund Corkery was born Jan. 17, 1903, in Springfield, Ill., and was brought to Spokane at the age of eight months. He attended Webster Grade School, Gonzaga High School and Gonzaga U., all in Spokane, and later taught for four years at the university of which he is now president.

He entered the Society of Jesus in 1920, immediately following his graduation from high school. In addition to further education at St. Louis U. and at Alma College in Santa Clara, Calif., he received his Ph.D. from Gregorian U. in Rome. His novitiate (first phase of training after entering the order of the Society of Jesus) was served at Los Gatos, Calif., and he was ordained at St. Mary's in Kansas.

When Father Corkery took the presidency of Seattle College in 1936, he was the youngest college president in the United States. He is now also a member of the board of directors of the National Foundation for Infantile Paralysis, the American Arbitration Assn. and the Assn. of American Colleges. He is a member of the college association's Commission on Academic Freedom and Tenure, and is chairman of the Labor and Industries Committee for the Spokane Chamber of Commerce.

Major Expansions Made

Under Father Corkery's presidency, Gonzaga U. had taken several major steps in its expansion program prior to the acquisition of KGA. First big step was construction of the $500,000 engineering building, recently completed. Next came the announcement, in the fall of 1948, that after more than 60 years of an all-male student body, the university would open its doors to coeds. More recently, plans were announced for construction of the Crosby Memorial Library, financed by a gift from Bing Crosby, Gonzaga alumnus and a classmate of Father Corkery.

In the opinion of university officials, however, the purchase of KGA is perhaps the greatest step thus far taken in Gonzaga's expansion program. The station, which went on the air Jan. 8, 1926, with 10 kw, was part of the early "Northwest Triangle" network, developed by Mr. Wasmer to link Spokane with Seattle and with Portland, Ore. Today, KGA operates fulltime with 50 kw on 1510 kc, although an application is pending before FCC to change the frequency to 1030 kc.

An alert, forceful man with graying temples and expressive eyebrows, Father Corkery is aware of the potentialities of radio. He has established his presidential office at the KGA studios, so that he may be constantly in touch with station developments. And he recognizes that the advent of television will pose new problems for radio management, although he does not join the prophets of gloom who say radio will be dead in a few years.

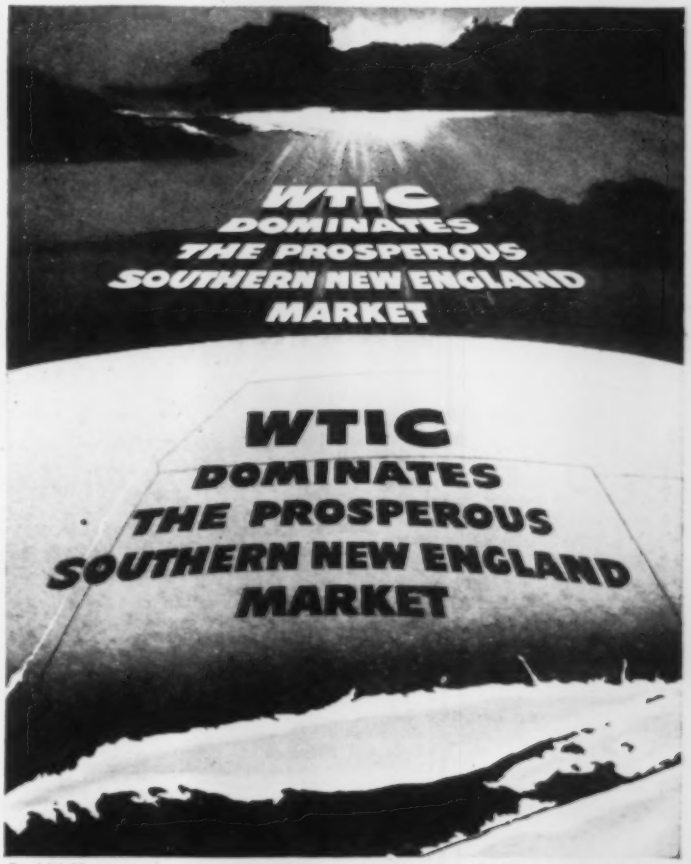
"I fully believe," Father Corkery said, "that despite the advent of television, radio will continue to play a very important role in the field of communication. When radio first entered prominently into the field of communication, there were those who sang the death knell of newspapers, magazines and particularly phonograph records. These were all supposed to have been outmoded by the advent of this new, great medium of communication. But today, the circulation of newspapers, magazines and particularly phonograph records has increased apace and reached a maximum never dreamed of in the early days of radio."

Father Corkery has little time for personal hobbies. His chief concern has always been with education—and now, with the added duties of heading KGA, he sees added opportunities in education.

UPSIDE DOWN or right side up it is still Earle Pudney, WGY-WRGB (TV) Schenectady, N. Y., radio and television star, accepting $25 check from the Y's Men's Club. When Mr. Pudney said he'd stand on his head on some busy street corner if some of his listeners would swell the purse strings of a lagging chest drive, members of the Y took him at his word. While he was at it, Mr. Pudney collected an additional $45.31 from spectators for the Community Chest.

Arch Kepner

ARCH KEPNER, 34, continuity editor of WQXR New York, died on Nov. 27 at New York's Mt. Sinai Hospital. He had been ill for two months with cancer. Mr. Kepner joined WQXR in 1937.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

Allied Arts

CHARLES ADAMS, Detroit theatrical and TV producer, onetime account executive for Ruthrauff & Ryan, appointed executive producer of West Hooker Telefeatures Inc., New York. He will headquarter at his own Detroit office, which merges with Hooker organization, and will head all video productions for firm.

ALEX MUMFORD, of Roberts & Carr Productions, New York package producer, granted two-month leave of absence from firm to be radio director of March of Dimes for Greater Manhattan.

BERT F. RUDOLPH, formerly with Telamir Production, Monterey, Calif., recording and TV film firm, named president and business manager of Calmont Radio and Television Co., newly formed corporation with offices at 226 Pajaro St., Salinas.

STANDARD RADIO Transcription Services Inc., Hollywood, is distributing as Christmas gift to all subscriber stations a half-hour dramatic fantasy, *Pokey, The Christmas Elf.* Program can be used as sustainer or sold locally by individual stations.

CHARLES MICHELSON Inc., New York, announces sale of *A Date With Music* series to KTTS Springfield, Mo., and WWPB Miami, Fla., on five-per-week basis under sponsorship of Blackstone Washing Machines. Another series, *The Sealed Book,* half-hour mystery, sold to WCPO Cincinnati.

CHESHIRE & Assoc., radio program packaging and transcription sales organization, formed in Hollywood by **BOB REICHENBACH,** formerly sales manager, Mayfair Transcription Co., Hollywood, and **HARRY CHESHIRE,** entertainer. Offices are at 6533 Hollywood Blvd. Telephone: Hollywood 9-4580. Firm now producing and distributing transcribed series titled *Lonesome Gal.*

A. C. NIELSEN Co., Chicago, announces Ellington & Co., New York, has subscribed to New York television index service. Young & Rubicam Inc., New York, has subscribed to Nielsen's Class A service.

Equipment

WILLARD H. SAHLOFF, formerly merchandise manager and vice president of Montgomery Ward Co., and more recently president of National Enameling and Stamping Co., appointed manager of General Electric Co. Receiver Div., Syracuse, N. Y.

AEROVOX Corp., New Bedford, Mass., purchases entire outstanding stock of Electrical Reactance Co., Franklinville, N. Y. Plants will be operated as wholly-owned subsidiary under continuing management of **CHARLES E. KRAMPF,** president. Mr. Krampf also becomes a director of Aerovox.

ADMIRAL Corp., Chicago, appoints four new vice presidents. Executives and their new positions are: **RICHARD F. DOOLEY,** vice president in charge of real estate; **FRANK J. KAZDA,** vice president in charge of purchasing; **CY S. ROSSATE,** vice president in charge of production, and **KENNETH D. TURNER,** vice president in charge of engineering.

DAVID RANDOLPH, music consultant for Lafayette Radio, New York distributor of radio equipment, has created *High-Fidelity Music Guide,* explanation in layman's language of what high-fidelity sound reproduction is, its advantages, and how it can be obtained. Copies of 12-page guide may be had by writing to company at 100 Sixth Ave., New York 13, N. Y.

HENRY TAYLOR
Cited in FTC Order

FEDERAL TRADE Commission has issued a "cease and desist" order to prohibit Henry J. Taylor, ABC commentator, and Package Advertising Co., from "coercing and inducing" other manufacturers into certain license agreements involving unpatented waxed paper bands.

Mr. Taylor's firm makes and sells printed waxed paper inserts used by bakers for advertising media. According to FTC, he purportedly licensed other manufacturers on a royalty basis, and collected about $1,300,000 from 1931 to 1945. The company used the trade mark Ad-Seal-It.

The ABC commentator said, however, that patents and licensing agreements had terminated this past March, and that his firm had issued the licenses without charge. The licensees paid a uniform royalty on all sales realized, he said.

The commission said it found that "none of the licensees have ever used the methods" covered by Mr. Taylor's two patents—one dealing with the method of applying the bands to the wrappers, the other covering the package resulting from use of the method patent.

FTC concluded that the result of the practices tended to "create a monopoly . . . in the interstate sale and distribution of unpatented printed waxed paper bands."

WHO Buys WE Units

WHO Des Moines has contracted with Westinghouse Electric Corp. for two new 50 kw FM and AM transmitters, according to Ralph Evans, WHO executive vice president. The AM transmitter is model 50-HG-2. The FM transmitter, model FM-50, uses the new "Symmetron" power amplifier. Both transmitters use selenium rectifiers in the high-voltage d-c power supplies.

KVOO SHINES
In Promoting Shoe Polish

CHANCE United Press sports item jelled into a natural promotion for KVOO Tulsa and Griffin shoe polish at the annual gridiron classic between Oklahoma A&M and the U. of Tulsa Nov. 5.

The news article quipped that to even the U. of Oklahoma-Oklahoma A&M "press box score" (the Oklahoma press box has an elevator but the Aggies' box doesn't), A&M would offer free shoeshines to newsmen on the day of the A&M-Tulsa big game. "Quanah Parker, Stillwater's shoeshine star

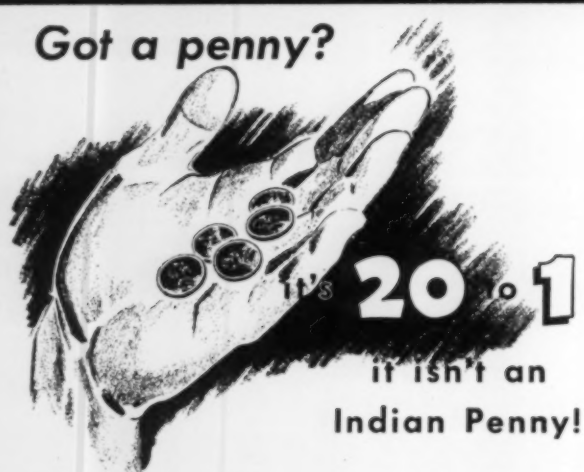
Mr. Henry gets his shoes shined by Mr. Parker as Mr. O'Brien stands by with more polish.

* * *

and sports expert who was sent to the World Series by townspeople, will carry the brush and polish for the Aggies," UP reported.

John Henry, KVOO sports director, who is sponsored three nights a week on *Sports Call* by Griffin, read the dispatch and wired Otis Wile, Aggie publicist, that he would furnish all the Griffin ABC shoe polish that Mr. Parker would need for the game. He also plugged the promotion on the air preceding Griffin spots. At the game, M. L. O'Brien, Griffin representative, contributed a case of the polish to Mr. Parker for his "athletic contribution" and distributed 85 cans to visiting newsmen.

FIGURE THE ODDS... by KXOK



BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
OCTOBER 16-22
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,692)	(9.4)	(+0.2)
1	1	Lux Radio Theatre (CBS)	10,252	26.1	+4.2
2	2	Jack Benny (CBS)	9,035	23.0	+2.8
3	4	Godfrey's Talent Scouts (CBS)	7,738	19.7	+1.9
4	6	My Friend Irma (CBS)	7,621	19.4	+2.8
5	3	Charlie McCarthy (CBS)	7,188	18.3	—0.4
6	5	Amos 'n' Andy (CBS)	6,678	17.0	—0.2
7	11	Mystery Theater (CBS)	6,442	16.4	+1.2
8	9	Fibber McGee & Molly (NBC)	6,246	15.9	—0.4
9	8	Inner Sanctum (CBS)	6,167	15.7	—0.7
10	7	Bob Hope (NBC)	6,048	15.4	—1.1
11	13	Red Skelton (CBS)	5,931	15.1	+0.1
12	12	People Are Funny (NBC)	5,931	15.1	+0.1
13	14	Mr. & Mrs. North (CBS)	5,617	14.3	0.0
14	10	Mr. Keen (CBS)	5,578	14.2	—1.7
15	22	Walter Winchell (ABC)	5,460	13.9	+0.9
16	16	F.B.I. in Peace & War (CBS)	5,460	13.9	0.0
17	29	Mr. Chameleon (CBS)	5,460	13.9	+1.5
18	24	Day in Life of Dennis Day (NBC)	5,381	13.7	+1.0
19	30	Great Gildersleeve (NBC)	5,342	13.6	+1.3
20	26	Hallmark Playhouse (CBS)	5,303	13.5	+0.9
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,593)	(6.6)	(0.0)
1	2	Beulah (CBS)	4,399	11.2	0.0
2	1	Counter-Spy (ABC)	4,242	10.8	—0.7
3	3	Lone Ranger (ABC)	4,085	10.4	—0.1
WEEKDAY (Average for All Programs)			(1,964)	(5.0)	(—0.1)
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	3,889	9.9	—0.1
2	2	Arthur Godfrey (Nabisco) (CBS)	3,417	8.7	+0.4
3	3	Romance of Helen Trent (CBS)	3,182	8.1	+0.1
4	5	Aunt Jenny (CBS)	3,103	7.9	+0.1
5	13	Ma Perkins (CBS)	3,025	7.7	+0.7
6	4	Wendy Warren (CBS)	2,985	7.6	—0.2
7	20	Big Sister (CBS)	2,946	7.5	+0.9
8	10	Arthur Godfrey (Goldseal) (CBS)	2,907	7.4	0.0
9	8	Right to Happiness (NBC)	2,868	7.3	—0.2
10	12	Pepper Young's Family (NBC)	2,868	7.3	0.0
11	14	Rosemary (CBS)	2,868	7.3	+0.4
12	18	My True Story (Sterling) (ABC)	2,868	7.3	+0.6
13	19	Our Gal, Sunday (CBS)	2,828	7.2	+0.6
14	23	Guiding Light (CBS)	2,671	6.8	+0.6
15	6	Young Widder Brown (NBC)	2,671	6.8	—0.9
DAY, SATURDAY (Average for All Programs)			(2,043)	(5.2)	(+0.2)
1	2	Grand Central Station (CBS)	3,967	10.1	+1.4
2	5	Stars Over Hollywood (CBS)	3,692	9.4	+1.6
3	1	Armstrong Theater (CBS)	3,457	8.8	—1.9
DAY, SUNDAY (Average for All Programs)			(1,414)	(3.6)	(+0.3)
1	1	True Detective Mysteries (MBS)	4,321	11.0	—0.6
2	2	Shadow (MBS)	4,007	10.2	+0.5
3	3	Martin Kane, Private Eye (MBS)	3,614	9.2	+1.7

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Ronson Agency

AGENCY for Ronson Art Metal Works Inc., Newark (lighters), was incorrectly reported in BROADCASTING, Nov. 21. Grey Advertising Agency Inc., New York, placed contract for Ronson, sponsor of the NBC-TV Saturday night telecasts of *Twenty Questions*, which started Nov. 26 for five weeks, and is seen at the same time (8-8:30 p.m.) as program is broadcast on MBS.

The last WORD ... for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

KLZ NEWSMAN

Backed on Denver Barring

SHELDON PETERSON, the KLZ Denver news and special events director, who was refused the right to broadcast the highlights of a recent Denver city council hearing, has been defended by the Southern California Radio News Club.

In a letter to Mr. Peterson, Al Gordon, president of the California organization, stated: "The refusal to permit you and other radio newsmen to record portions of a city council hearing is, of course, unjust and discriminatory. On behalf of the Radio News Club of Southern California, I want to assure you of our support of your position in the matter."

Attracts National Attention

Mr. Peterson stirred nation-wide comment fortnight ago when the Denver city council turned down his petition to broadcast a hearing involving charges which had been brought against a Denver councilman accused of taking a $500 "gift" in connection with a liquor license. At the same time, the council denied broadcast rights both to KLZ and KMYR Denver. In his petition, Mr. Peterson had stated that every effort would be made to be impartial and to give both sides of the discussion.

"In view of the action taken by your city council this morning," he told his KLZ audience, "we can draw but one conclusion. The majority of the city council does not want you to hear the proceedings of the trial exactly as they occur and in the actual voice of the participants."

Mr. Peterson, who has been KLZ news and special events director since 1947, was elected last month to the board of directors of the National Assn. of Radio News Directors.

HOWARD NAMED

Heads Munitions Board

HUBERT E. HOWARD, chairman of the Personnel Policy Board, Dept. of Defense, has been appointed chairman of the Munitions Board, charged with the responsibility for procurement of electronics equipment for the military in the overall mobilization program. A native of Fairfield, Iowa, Mr. Howard was named to head the Policy Board by Defense Secretary Louis Johnson last September.

The Munitions Board has been working on standardization of equipment specifications and stockpiling of strategic and critical materials. Currently it is drawing up a procurement program for electronics equipment to be submitted to a manufacturers' industry advisory group comprising members of Radio Mfrs. Assn. [BROADCASTING, Nov. 21]. No meetings have been held recently.

News

ROBERT SCHAKNE, former International News Service and *PM* reporter in New York, named acting news director at WMOR (FM) Chicago.

ARTHUR LODGE appointed to handle film operations for NBC's video news and special events department, succeeding PAUL ALLEY, resigned.

STUART STRAND, news editor for WHIO Dayton, Ohio, appointed consultant to Sound Motion Pictures Division of Air Forces at Wright-Patterson Field, Dayton.

DICK CUTTING, formerly of CBS Western Division news and special events, joins staff of KITO San Bernardino, Calif., where he is in charge of special events and news departments.

Dr. HAROLD FISHER, commentator on KNBC San Francisco, has left for New Delhi to participate in Conference on Indian-American Relations. He will then continue around the world. San Francisco educators and journalists will substitute during his two-month absence from station.

JACK BRICKHOUSE, sports manager of WGN Inc. and sportscaster for WGN-AM-TV Chicago, is one of nine Bradley U. alumni to be elected to school's sports Hall of Fame.

LEONARD O'CONNOR, who conducts *News on the Spot* daily on WMAQ Chicago, is father of a boy, William, born Nov. 17.

Adv.

Week-End with International and 4-H a Busy One

When the week-end of November 26-27 hit WLS, it found the staff meeting itself coming back, as activity piled on activity for complete cooperation with the great International Live Stock Exposition, the 4-H Club National Congress, and other events.

The station originated over 5½ hours direct from the International Live Stock Show, Chicago's biggest annual event and live stock's "grand finale". Special programs came from the 4-H Club Congress, 4-Hers were guests on half a dozen WLS programs, and 900 4-H Club Members came to the WLS National Barn Dance on Saturday night. WLS talent was provided for the annual meeting of Agricultural Editors and for a banquet given by Wilson and Company and Wilson Brothers during the Live Stock Exposition. And so for a few days, the WLS staff ate and slept "in the saddle"—

All so that listeners who have come to depend on WLS for thorough coverage of all important events would again find the 890 spot the best on the dial for service and entertainment.

WLS
Chicago 7
Represented by John Blair & Company

'DRY' VICTORY

NTPC Lauds Sen. Johnson

"DRY" factions can claim a "moral victory" over radio-minded distillers, thanks largely to Sen. Edwin C. Johnson (D-Col.) and a few temperance leaders, according to the president of the National Temperance and Prohibition Council.

In recent statements, Bishop Wilbur E. Hammaker told council members that while distillers temporarily have been restrained from using the airwaves to advertise liquor, "nothing in the law prevents a renewed and successful attempt to get whisky, rum and brandy on the air." He said present restraint was due largely to "vigorous efforts" of Sen. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, and others, and is a "moral victory only."

Bishop Hammaker, who is chairman of the council's committee on liquor advertising bills, reminded that the Senate Interstate Commerce Committee will hold hearings Jan. 12-13 on legislation (S 1847) to outlaw all such advertising in interstate commerce. Sen. William Langer (R-N. D.) is the author. Bishop Hammaker testified at similar hearings held by the same group in 1948. He urged Congress to pass both the Langer measure and another (HR 2428) introduced in the House by Rep. Joseph Bryson (D-S. C.) to outlaw not only radio-TV liquor ads but also "Men of Distinction" ads.

Miss Mildred Fulton
The Biow Company
New York City

Dear Millie:

Ain't never seen nothin' like th' permotin' thet's bin done here at WCHS! Why these fellers is a dreamin' up sumpthin' all th' time! They's jest finished up th' Kroger contest, and a coupla weeks ago they announct th' winners in th' Lux Radio Thecater 15 year ole girl contest. Now they's aroundin' out th' big CBS Fall Permoshun Campaign, so yer'd think they'd be tired. But not these WCHS boys, nosiree! Now they's abeginnin' their big Christmas Basket Show for th' Salvation Army! Y'. know, Millie, permotin' really makes a station, and good ole WCHS really goes all out whether it be fer a client er fer some community agency like th' Salvation Army! Thet's why folks 'round here thinks o' WCHS when they thinks o' radio!

Yrs.
Algy

WCHS
Charleston, W. Va.

Production

PAUL SHUMATE, formerly producer at KMOX St. Louis, joins WKRC Cincinnati as program director, succeeding **HARVEY CARY,** who has joined station's sales force. Mr. Shumate has been active in radio since early '30's.

DON THURSTON and **JERRY JOHNSON** join staff of WTWN St. Johnsbury, Vt., as combination-men. Mr. Johnson was formerly with WJOR Bangor, Me.

CLARENCE E. (Bud) DAY Jr. joins WWJ Detroit as associate producer. He formerly was with Brooke, Smith, French & Dorrance, Detroit.

STEPHEN WOOD promoted from continuity editor to program manager at WMOR (FM) Chicago.

JOHN HORSTMANN Jr., formerly assistant director at WCAU-TV Philadelphia, joins WOR-TV New York, as assistant sports camera director. He will assist Director **ROY MEREDITH.**

WILLIAM TUSHER today (Dec. 5) starts quarter-hour weekly commentary program, *William Tusher in Hollywood,* on ABC Pacific stations.

HENRY ALLIN appointed program director of WLAP Lexington, Ky. He served as chief announcer and production manager of station for past three years. He succeeds **J. B. FAULCONER,** resigned to enter insurance business. Mr. Faulconer continues in his position as sportscaster with WLAP.

Mr. Allin

Mrs. MAYME M. ALLISON joins KBON Omaha as director of women's activities. She will be featured on 15-minute *'Round the Town* show.

NORMAN WAIN, formerly of WLOW Norfolk, Va., and WNYE New York, joins WASA Havre de Grace, Md., as early morning man and staff announcer.

BOB CHAMLEE, recent graduate of Broadcasters Network Studios, Hollywood, joins staff of KROS Clinton, Iowa.

JACK GIBBONS, former program director for WAMS Wilmington, Del., joins WONE Dayton, Ohio, in same capacity.

ROBERT D. SMITH, announcer with WABI Bangor, Me., for 25 years, resigns from station. Future plans have not been announced.

TONY BELLO, former news and sports editor for WCNT Centralia, Ill., joins announcing staff of KWK St. Louis.

GENE KLAVAN, former disc jockey and announcer for WCBM Baltimore and after that with WITH and WAAM (TV) both Baltimore, joins WTOP Washington.

OZZIE JOHNSON appointed program director for KSEK Pittsburg, Kans. He has been announcing for station since it took the air two and one-half years ago.

JANE RYDSTROM, assistant producer for WAAM (TV) Baltimore, named producer-director for station.

PERRY W. WARD joins KRMG Tulsa, Okla., as program director. He started his radio career in 1931 as announcer for KVOO Tulsa, moving to WKY Oklahoma City in 1935. He was a producer-m.c. with NBC-Blue and has done production and programming with ABC, CBS and NBC in Hollywood. In 1947 he was appointed program manager at KOMA Oklahoma City. For past two years he has free-lanced.

Mr. Ward

BILL HELLMAN, formerly with KSAN San Francisco, joins announcing staff of KSFO, same city.

BILL VENELL, announcer at WHO-AM-FM Des Moines, Iowa, elected president of Des Moines Junior Chamber of Commerce.

GERTRUDE BERG, star of CBS and CBS-TV program *The Goldbergs,* will be honored Dec. 13, by New York's Cinema Lodge of B'nai B'rith, for her "ceaseless efforts in promoting interfaith understanding."

GEORGE C. BIGGAR, WLS Chicago program executive, elected to board of directors of Chicago (loop) Kiwanis Club. He served as agriculture chairman for past year.

GLORIA GRANT, movie editor of KMGM (FM) Los Angeles, signed to do syndicated column for five Los Angeles area newspapers.

MARTHA DEANE, woman's commentator at WOR New York, elected to board of governors of Fashion Group for a two-year term. She is only radio representative on board.

WONS SALE

Yankee-'Times' Pact Not Set

NEGOTIATIONS between Yankee Network and *The Hartford* (Conn.) *Times* for purchase of Yankee's WONS Hartford are still just in the talking stage, it was reported last week. In fact, Yankee has received several other offers for purchase of the station, it was said.

The *Times,* licensee of WTHT Hartford, 250 w local ABC outlet on 1230 kc, at one time sought to switch WTHT to 5 kw on 910 kc but lost out in the comparative proceeding to WHAY New Britain. WONS is assigned 5 kw on 1410 kc and is a Mutual-Yankee affiliate.

In October Yankee received permission from FCC to lease its WAAB Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc. for three years at $40,000 yearly, with re-lease options and certain other rights [BROADCASTING, Oct. 10]. Yankee also is licensee of WICC Bridgeport and WNAC Boston.

WBS Renewals

A GROUP of six Southern stations have renewed their contracts for the transcribed library service of the World Broadcasting System, the firm announces. Stations which have renewed the service are: WEED Rocky Mount, N. C.; WKBC North Wilkesboro, N. C.; WMGY Montgomery, Ala.; KALB Alexandria, La.; WKEY Covington, Va., and WFTC Kinston, N. C.

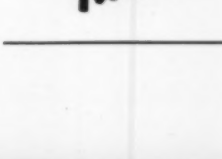
Three Take Ziv Show

THE Frederic W. Ziv Co. "Mr. and Mrs." show, *Meet the Menjous,* featuring Adolph Menjou and his wife, Veree Teasdale, has been sold to three more stations, according to an announcement by the firm. New stations taking the show are KCMO Kansas City, Mo.; WNDN Midland, Mich., and KDIX Dickinson, N. D.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.

Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?



The Art Mosby Stations
CBS KGVO • KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

RESIDENTS of Southern California's Ventura Valley who wanted to have a panoramic view of the recent 20,000 acre fire in the Santa Susana Valley, were able to do so when Manager Bob Reel of KSPA Santa Paula arranged for special night flights over the area. During the night (Nov. 2), 25 flights were made during which passengers could record their reactions to the sight on a tape recording placed in the plane. Winding up the inaugural trip over the area are (l to r) Airport Manager Wally Bassett, KSPA News Editor Roy Sadlier, Mr. Reel and Charles Martin of KSPA sales.

WATL CASE

Labor Board Approves Tact With Unions

GENERAL approval of WATL Atlanta's conduct in bargaining negotiations with AFRA and IBEW and specific indictments of certain union tactics highlighted findings of an intermediate report filed by NLRB last week.

The recommendations, filed by Hamilton Gardner, NLRB trial examiner, were based on findings that WATL, licensed to Atlanta Broadcasting Co., had consistently bargained "in good faith," contrary to union allegations, and that the station had engaged in unfair labor practices to the extent only of tending to "restrain" certain employes in the exercise of certain rights.

Chief findings of NLRB's preliminary report were that AFRA "struck" the station without notice last Jan. 1; that since the contract expired Dec. 30, 1948, WATL was not bound to bargain collectively with AFRA per se; and that AFRA, in effect, abrogated the entire agreement by striking without notice. Announcers were involved in the dispute.

With respect to IBEW, representing the station's technicians and engineers, NLRB found that refusal of technicians to cross AFRA picket lines led to a "work stoppage," and clearly abrogated the contract Dec. 30, 1948. WATL had "no further obligation" to bargain collectively with IBEW, the intermediate report held. The original contract was signed in 1944.

The WATL-AFRA-IBEW case last August prompted the artists' union to petition FCC for revocation of WATL's AM-FM licenses, contending the station had violated labor relations laws and FCC regulations.

The station, owned by J. W. Woodruff Sr., told FCC that AFRA had (1) indulged in secondary boycotts, (2) struck without notice, and (3) was pressuring the Commission to settle Mr. Woodruff's differences with both AFRA and IBEW. On the other hand, WATL contended, Mr. Woodruff had not "flagrantly disregarded" either labor laws or FCC rules, and had conformed to provisions of NLRB's early order. WATL said it had operated in the public interest since 1935 [BROADCASTING, Aug. 29].

Furthermore, WATL advised the Commission, the station had complied with citations on its technical setup as studied by an FCC investigator earlier this year. AFRA had charged that the station violated FCC technical regulations.

NLRB's intermediate report, released last Thursday, noted that the board had never authorized an election at WATL among announcers, technicians and engineers, but held that both union locals had written contracts designating them as representatives.

The examiner's report pointed out that AFRA, in striking, had "violated an important and vital part of the contract . . . it is elementary that non-observance or breaking of an essential part of a contract has the effect of abrogating the entire document." The contract terminated Dec. 30, 1948, and WATL "had no further duty to bargain collectively with AFRA," Mr. Gardner added.

The finding continued: "The very fact that (WATL) was willing to negotiate with AFRA after the strike evinces an attitude of fairness, consideration and good faith. Under the contract it was under no further obligation to do so. . . . (WATL) did not delay or prolong the negotiations . . ." Increases of $10 per week per announcer were fixed by negotiation but turned down by certain AFRA members.

Dismissal Recommended

Mr. Gardner recommended dismissal of the complaint alleging WATL's refusal to bargain collectively "and in good faith."

With respect to IBEW, the findings noted that while the technicians did not strike, "they refused to cross the AFRA picket lines" and there definitely had been a "stoppage of operations," thus violating the 1944 contract. Hence, the station was not obligated under the contract after Dec. 30, 1948, when it was abrogated entirely, to bargain collectively with IBEW, they noted. Thus, AFRA and IBEW were reprimanded for secondary boycotts.

Differences with IBEW evolved around a six-day week, rejected by the engineers union. Again, WATL showed a willingness to negotiate and bargain collectively, the finding showed. Dismissal of that portion of the complaint also was urged by Mr. Gardner.

Charges originally were filed by AFRA's Atlanta Local on March 24, and by IBEW Local 1193 on March 22. NLRB filed its complaint on March 25.

WATL's answer denied that AFRA and IBEW were authorized representatives of the announcers and technicians, and specific unfair labor practices alleged by both unions. Hearings were held in Atlanta May 3 to May 26.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Technical

FRANK GOLDSTEIN promoted to assistant chief engineer at WMOR (FM) Chicago.

JAMES M. BURKE, formerly chief engineer of WAAM (TV) Baltimore, joins WTVN (TV) Columbus, Ohio, in same capacity.

CLARKE INSTRUMENT Corp., Silver Spring, Md., announces Model 109 high-precision phase monitor for use with directional antenna systems.

ROY R. HAYWARD has been promoted to technical director of studio A operations at WENR-TV Chicago.

ROBERT V. NICHOLAS, assistant chief engineer for KXOK St. Louis, is the father of a boy, Robert V. 3d.

TRANSRADIO Ltd., London, Eng., announces two new capacitance cables, Type C34, low, and Type C344, very low; and two new transmission lines, Type A34, highly flexible, and Type A344, flexible.

PHILCO Corp., Philadelphia, announces three types of biconical TV aerials, for installations requiring outdoor antennas, six alignment jigs for simplifying servicing of Philco TV receivers, and Model M-20 three-speed record changer and 45 rpm record adapter discs and non-slip driver.

ED MORRELL, assistant station engineer at WNBQ (TV) Chicago, is the father of a boy, James Richard, born Nov. 19.

One Does It in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO

Kansas City's ONE and ONLY

50,000

watt station

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Programmed for Mid-America Audiences

Feature Availability

Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative — John E. Pearson Co.

RADIO and television editors have been sent cakes by Yolen, Ross & Salzman Inc., New York, publicity representative for Ronson Art Metal Works. Accompanying cakes were notes encouraging editors to eat them while watching simulcasts of Ronson's *Twenty Questions* on WOR-TV New York and NBC-TV network. Show debuted on television last Saturday.

Daily Radio Column

FEATURES written about show stars, sponsors, behind-the-scene happenings and listeners are in column, "MACK from K-PAC" which runs daily in Port Arthur, Tex., newspaper. "Mack" is Mack Newberry, promotion manager of KPAC Port Arthur. Articles strive for "human interest appeal that KPAC and MBS programs feature. Equal attention is given to network and local programs. . . ." Airspot program promotion is given column.

Northwest Newshawk

LATEST promotion piece from KSTP Minneapolis-St. Paul is bulletin, part of which is made up of reprint from trade magazine. Piece begins: "Bill Ingram's *Noon News* is KSTP's Hottest Availability—*Noon News* with Bill Ingram racked up an 8.1 Hooperating, July through September 1949. Since 1946 this quarter-hour period on KSTP has maintained a healthy 9.9 average. . . ." Complete information about show is given.

Spotsy, the Panther

SERIES of promotion pieces from WQQW Washington center around Spotsy, panther who attacked mink scarf in station's studios during program recently. Letter from station, bearing Spotsy's signature—red print of panther paw—tells of publicity in newspapers, radio, TV, newsreels and photographs resulting from ". . . just 30 seconds on WQQW, the smart Washington independent that produces RESULTS . . . Mine was a one-shot. Just think what regular use of WQQW could do for you or your client," says Spotsy. Additional promotion is given by Spotsy to station's change of address. Piece shows caricature of Spotsy reading script and changing records. New address of station is 1125 Vermont Ave., N.W. Phone: Executive 8676.

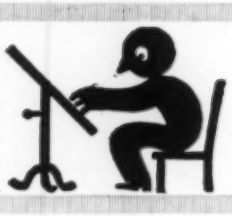
YOUR OWN
CALL LETTERS
Hand-lettered in gold on luxurious
MAROON SATIN
TIES

$2.50
Post Paid
No C.O.D.
(Cleanable)

Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.

Hessing's Men's Shop.
Lobby, Hotel Statler,
Detroit, Michigan.
Gentlemen:
Please send me.....CALL LETTER TIES with the following call letters ..... Enclosed is $..... in check/money order.
Name .....
Address .....

Promotion



Promoting FM

EXCLUSIVE Chicago-area events carried on FM only are described in four-page black-and-white promotional brochure sent last week by FM Broadcasters of Chicagoland to its member stations. Recommended listening included special sports, dramatic, educational, musical and religious events broadcast by 24 FM stations in area. Points cited in favor of FM—"favorite regular network programs free from static and interference, even in the worst storms; many network shows which crowded AM stations don't bring in some areas, but FM stations do; local sports broadcasts and other events not carried by AM stations, and beautiful recordings and transcriptions with tone beauty and fidelity not possible on AM."

Miss Gloveteen Competition

BRAINCHILD of Alix Blake, morning man at WENT Gloversville, N. Y., and Manager Harry Weiner of Smalley's Johnstown Theatre has grown to astounding proportions in one year. Competition for Miss Gloveteen, conducted by Mr. Blake, selects most representative teen-aged girl in glove manufacturing cities of Gloversville and Johnstown, N. Y. Competition started on morning record show, *Wake With Blake*, and this year many local merchants participated by awarding prizes to winners.

Toys for Joy

ASSISTING the San Jose, Calif., Fire Dept. and local Exchange Club, in its collection of used toys for underprivileged children for Christmas, KEEN San Jose is conducting a "Toys for Joy" campaign. Station broadcasts daily remotes from the City Plaza giving reports of toy collections, and special nightly hour programs on which are played musical requests of those who pledge toys.

Cooperation Helps

LARGE card sent to trade by KCKN-AM-FM Kansas City shows weightlifter, labeled "Network Station" struggling with dumbells marked "Billion Dollar Market." Caption underneath reads, "One Alone Can't Do the Job. . . ." Back of card shows two lifters, "Network Station" aided by "KCKN," holding dumbells high above their heads. Station's statistics and coverage area are analyzed and readers are urged, "For extra profits in Greater Kansas City, hire KCKN!"

Big Ideas

FOLDER made from reprints of two-page ad in BROADCASTING, Nov. 14, and distributed by Columbia Pacific Network shows part of man's face and is entitled, "What's the big idea." Inside of folder tells Columbia Pacific Network's big idea for "big listening." Bulletin announces sale of Jeff Regan, mystery show attractively placed in Wednesday evening line up. Back of red, black and white promotion piece shows graph with sales curve mounting up.

Popular Newsman

HAND-DELIVERED fan mail is one aspect evincing popularity of Jack Chase, day news editor of WCOP Boston. Promotional letter sent to trade by station tells how Watertown, Mass., seventh-grade English-Speech teacher walked into studio with letters for Mr. Chase and told him that he had been cited as an example of good speech in class. When students were being taught art of letter-writing, they petitioned teacher to allow them to write Mr. Chase. Newsman reciprocated student's interest by visiting school, passing out autographed pictures to pupils and delivering short talk on "Magic and Romance of Radio News." Follow-through with other schools in area is being planned by Mr. Chase and WCOP.

WPEN Scores Knock-Out

PICTURE of boxer delivering K.O. punch to his opponent on latest mail-piece of WPEN Philadelphia enables station to impart this message: "WPEN, Philadelphia's sports station, lands heavy Hooper haymaker. . . . By adding boxing to nation's already greatest sports schedule!!! Undisputed leader in the football and basketball fields—both collegiate and professional—WPEN is now in top position in boxing field through signing exclusive rights to the town's hottest boxing attractions. . . . WPEN continues to be the best buy for advertisers desiring to SELL the Philadelphia market!"

Personnel

BEVERLY BUSH, recent graduate of U. of Omaha, joins publicity and promotion staff of KBON Omaha.

CFCA-FM Kitchener, Ont., is installing FM radios in buses on trial basis in Kitchener-Waterloo area. To date there are no FM transit radio operations in Canada.

ANTI-TB ROLE
Earns Citation for Radio

RADIO contributions of time and talent to the nation-wide fight against tuberculosis have been cited by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., in pointing up the part played by radio to the 43rd annual Christmas Seal Sale.

Dr. Perkins emphasized the work offered by networks, stations, sponsors of network and local programs, advertising agencies, stars, announcers and commentators. "Radio has been a vital factor in the health education programs of the voluntary tuberculosis associations, as well as in the success of the annual Christmas Seal Sale (Nov. 21 to Dec. 25)," Dr. Perkins said.

INDEPENDENTS
McGrath Outlines Advantages

THE contention that independent AM stations have kept their night-time audiences intact, while AM network stations with TV duplication have suffered losses to the newer medium, is set forth in a letter sent to timebuyers by William B. McGrath, managing director of WHDH Boston.

Entitled, "What Happens to AM Listening When TV Arrives?", Mr. McGrath's letter states that in a Hooper survey of five Boston stations, four of them network affiliates, the only one showing an increase in audience was WHDH, an independent. The others showed a total audience loss of 14.6% during the period, he says.

The McGrath letter points out that it is easier for an Arthur Godfrey AM fan to become an Arthur Godfrey TV fan—"so the affiliate loses one more evening listener when Godfrey's nighttime show becomes visual. Likewise if you enjoy *The Amateur Hour* on AM, you will probably like it more on TV. On the whole," Mr. McGrath says, "independent station programming, unlike affiliate schedules, is non-duplicated . . . therefore, its AM audience remains intact. In fact, it cannot pick its own pocket."

Cuban Channel Raid

(Continued from page 20)

most of the signatory nations have represented themselves as abiding by its provisions pending negotiation of a new agreement. Signatory countries in addition to the U.S., Cuba, Mexico and Canada are Haiti, Dominican Republic, and the Bahamas.

Participants in the industry advisory delegation during consideration of the Cuban proposals included NBC Executive Vice President Charles R. Denny, former FCC chairman, and Gustav B. Margraf, NBC vice president and general attorney; CBS Vice President Lodge; Mr. Rankin and Engineering Director Neal McNaughten of NAB; Charles Crutchfield, vice president and general manager of WBT; Mr. Caldwell for CCBS; C. M. Jansky, Washington radio engineering consultant, for WFBC Greenville, S. C.; Andrew Haley, Washington attorney for ABC; T.A.M. Craven, Washington engineering consultant, for Fort Industry Co.; Ralph N. Harmon, engineering manager of Westinghouse Radio Stations; Frank W. Wozencraft and Frank H. McIntosh, Washington attorney and consulting engineer, respectively, for IPRC.

Cuba's Terms

(Continued from page 19)

ires in event radiation on these channels exceeds a specified strength.

780 kc (WBBM Chicago)—No assignment now. Cuba requests Class 2 at Oriente, 10 kw, DA, with protection as in the case of 660 kc, above.

830 kc (WCCO Minneapolis)—Interim Agreement gave Cuba a Class 2 assignment at Havana, 1 kw, DA. Cuba proposes to raise this to 5 kw, DA. Protection same as in 660 kc, above.

890 kc (WENR-WLS Chicago)—Interim Agreement gave Cuba Class 2 station at Camaguey, 1 kw, DA. Cuba proposes to change this to Havana, 5 kw, DA. See 760 kc, above, for conditions.

CUBAN PROPOSALS ON 1-B AND FOREIGN 1-A CHANNELS

680 kc (KNBC San Francisco is U.S. 1-B)—Cuba apparently would give up present assignments of 1 kw day and 500 w station at Santa Clara and 250 fulltime at Artemisa, to which U.S. has formal objection outstanding. No Cuban proposals for this channel shown.

690 kc (Canadian 1-A under NARBA)—Cuban Interim Agreement Assignment: Havana, 25 kw, DA. NARBA assignment as of 3-29-49: Havana, 10 kw. Cuba proposes Class 1 station at Havana, 50 kw, DA. Exact protection to be accorded Cuban Class 1 assignment is as yet undecided. The protection contemplated from U.S. stations is along the following lines: (a) Certain adjustment in the operation of new Jacksonville, Fla., assignment on 690 kc and of WNEL San Juan, P.R. on 860 kc; (b) No further assignments of new stations in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees; (c) Boundary protection to Cuba on the channel, the exact degree of which is yet to be determined and may depend upon the general treaty rules for Class 1 protection. It was said that to afford the degree of protection desired by Cuba, the proposed Jacksonville grant (issued July 12 to Brennan Broadcasting Co.) probably would have to be deleted.

730 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Oriente, 10 kw, DA; Assignment as of 3-29-49: Holguin, Oriente, 5 kw; Cuba proposes 10 kw, DA, at Havana, and 250 w at Oriente. See 740 kc, below.

740 kc (Canadian 1-A)—Existing Cuban assignment: Havana, 10 kw, DA. Cuba proposes 10 kw, DA, at Camaguey and 1 kw at Pinar del Rio. It was reported that Cuba desires additional protection from WIBS Santurce, P.R. (110 mv/m maximum radiation) and 85 uv/m 10% skywave at border from future U.S. assignments. Cuba would increase limit to WIBS to approximately 10 mv/m. Tentative solution, it was said, is to change WIBS frequency to 730 kc.

800 kc (Mexican 1-A)—Cuban Interim Agreement assignment: Oriente, 250 w; NARBA assignment 3-29-49: Santiago de Cuba, 250 w, and Pinar del Rio, 250 w.

810 kc (KGO San Francisco and WGY Schenectady are U.S. 1-B's)—Cuba uses 1 kw day and 250 w night at Santa Clara, L.V., proposes to change this to Oriente, 5 kw, DA. Cuban use of DA, plus the change of location to Oriente, reportedly would remove basis of outstanding objection to previous assignment at Santa Clara.

850 kc (KOA Denver is U.S. 1-B)—Cuban Interim Agreement assignment: Oriente, 2 kw; assignment as of 3-29-49 is Santiago de Cuba, 2 kw. Cuban proposal: Oriente, 2 kw. See comment on 860 kc, below.

860 kc (Canadian 1A)—Under Interim Agreement, Cuba uses 860 kc at Havana with 15 kw, DA-1. Cuban proposal is to boost this to Class 1, 50 kw, DA, at Havana. See 690 kc for contemplated protection of Cuban Class 1 assignments. It was said that to afford the degree of protection desired by Cuba, WNEL San Juan would decrease the interference at the eastern tip of Cuba to less than 125 uv/m. Cuba would increase limit to WNEL to 9 mv/m. Tentative solution is to change WNEL frequency to 850 kc. Station KOAM Pittsburg, Kan., it was reported, would not be subject to interference in excess of that which would be permitted from a Class 2 station under the regular Class 2 protection rules.

900 kc (Mexican 1-A)—Cuban assignment as of 3-29-49: Guantanamo, 250 w. Cuba proposes 250 w at Mantanzas and 5 kw at Oriente.

990 to 1500 kc

990 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Sancti Spiritus, 1 kw day and 250 w night. Cuba proposes 1 kw day and 250 w night at Las Villas, and 250 w at Pinar del Rio.

1000 kc (WCFL Chicago and KOMO Seattle are U.S. 1-B's)—Cuban assignments as of 3-29-49: Santiago de Cuba with 1 kw; Camaguey with 1 kw, which U.S. has formally protested. Cuba proposes to use instead at Mantanzas with 250 w, Camaguey with 250 w, and Oriente with 1 kw or with 10 kw DA. Result, it was felt, would be incomplete protection to WCFL.

1010 kc (Canadian 1-A and Cuban 1-B)—Cuban assignment as of 3-29-49: Havana, 10 kw, DA-1. Cuba proposes to make this Class 1 and use it with 50 kw, DA. It was reported that KLRA Little Rock will not be subject to interference in excess of that which would be permitted from another Class 2 station under regular Class 2 protection rules. See 690 kc for contemplated protection of Cuban Class 1 assignments.

1030 kc (WBZ Boston is U.S. 1-B)—Cuban assignment as of 3-29-49: San Cristobal, 250 w, day. Cuban proposal: Pinar del Rio with 250 w day; Las Villas with 250 w, Oriente with 250 w. Protection to WBZ, it was said, would be incomplete.

1050 kc (Mexican 1-A)—Cuban

(Continued on page 48)

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

you can do it better

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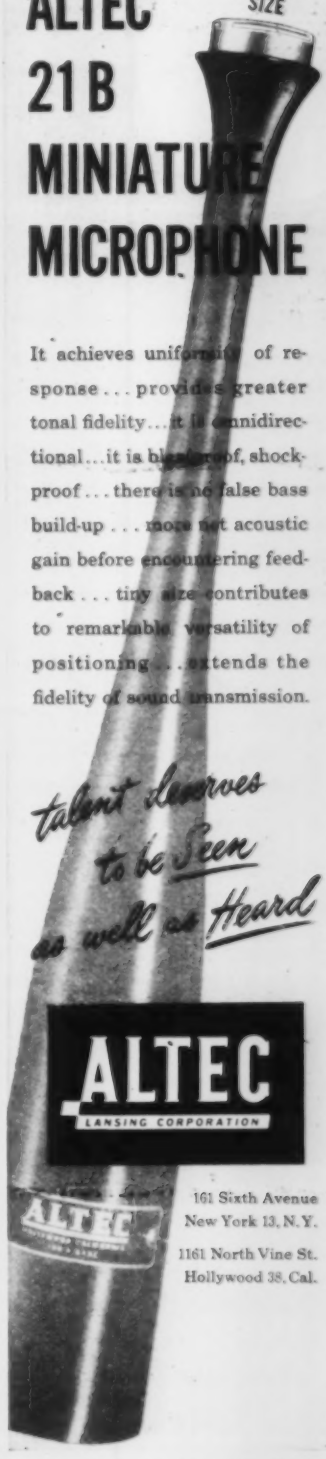
ALTEC 21B MINIATURE MICROPHONE

ACTUAL SIZE



It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is bi-proof, shock-proof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.

talent deserves to be Seen as well as Heard

ALTEC LANSING CORPORATION

161 Sixth Avenue New York 13, N.Y.

1161 North Vine St. Hollywood 38, Cal.

Cuba's Terms

(Continued from page 47)

assignment as of 3-29-49: Holguin, Orte., with 250 w. Cuba proposes to move to Havana and increase to 10 kw, DA.

1060 kc (KYW Philadelphia is U.S. 1-B)—Cuban assignment s of 3-29-49: Camaguey with 250 w, DA, and Havana with 10 kw, DA (U.S. has formerly protested Havana assignment). Cuba proposes to use instead at Las Villas and Oriente with 250 w. Protection to KYW would not be complete, it was thought.

1070 kc (KNX Los Angeles is U.S. 1-B)—Cuba has no assignments under NARBA but proposes to use at Pinar del Rio with 5 kw, DA, and Camaguey with 250 w.

1080 kc (KRLD Dallas and WTIC Hartford are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana with 250 w. This, it was felt, would result in incomplete protection to KRLD and WTIC.

1090 kc (KTHS Hot Springs and WBAL Baltimore are U.S. 1-B's)—Cuban assignments as of 3-29-49 (U.S. is protesting nighttime use in both cases): Havana and Encrucijada with 250 w day, 100 w night. Predicted result: Incomplete protection to WBAL and KTHS.

1110 kc (WBT Charlotte and KFAB Omaha are U.S. 1-B's)—Cuba has no assignments under NARBA but proposes to use at Havana and Camaguey with 250 w. Incomplete protection to WBT was forecast.

1130 kc (KWKH Shreveport and WNEW New York are U.S. 1-B's)—Cuban assignment as of 3-29-49: Guantanamo with 250 w. Cuba proposes to move to Las Villas and use with 1 kw. Expected result: Incomplete protection to WNEW and KWKH.

1140 kc (WRVA Richmond is U.S. 1-B)—Cuba has no assignments under NARBA, but proposes to use with 250 w at Oriente. Incomplete protection to WRVA anticipated.

1170 kc (KVOO Tulsa and WWVA Wheeling are U.S. 1-B's)—Cuban assignment as of 3-29-49: Artemisa with 250 w, DA at night. Cuba proposes to move to Las Villas with 250 w and Oriente with 1 kw. Protection to KVOO and WWVA, it was predicted, would be incomplete.

1190 kc (WOWO Ft. Wayne and KEX Portland are U.S. 1-B's)—Cuban assignment as of 3-29-49: Havana with 250 w, or with 5 kw using DA. Cuba proposes to use at Havana and Camaguey with 250 w. Predicted result: Incomplete protection to WOWO.

1500 to 1580 kc

1500 kc (KSTP St. Paul and WTOP Washington are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Camaguey with 250 w. Incomplete protection to WTOP forecast.

1520 kc (KOMA Oklahoma City and WKBW Buffalo are U.S. 1-B's)—Cuba has no NARBA assignments but proposes to use at Havana and Oriente with 250 w. Forecast: Incomplete protection to KOMA and WKBW.

1550 kc (U.S. 1-B but with no 1-B assignments)—Cuba has no NARBA assignments but proposes to use at Camaguey with 500 w.

1560 kc (Cuban 1-B)—Cuban assignments as of 3-29-49: Havana with 5 kw, which temporarily is not operating, and Caibarien with 5 kw. Cuba proposes to use at Havana with 5 kw and Oriente with 250 w. U.S. would be permitted Class 1-B assignments in eastern and western U.S., which would require modification of Cuban proposal for the station in Havana.

1580 kc (Canadian 1-A)—Cuban assignment as of 3-29-49: Nuevitas and Havana with 250 w. Cuba proposes to move to Camaguey with 500 w.

REGIONAL STATIONS AFFECTED BY CUBAN PROPOSALS

580 kc (WDBO Orlando, Fla.)—No Cuban assignment as of 3-29-49. Cuba proposes to use at Camaguey with 500 w. It was said this would result in RSS increase to U.S. station from 2.37 mv/m to 3.2 mv/m.

*590 kc (WMBS Uniontown, Pa.; KTBC Austin, Tex.; WKZO Kalamazoo, Mich.; WOW Omaha; WEEI Boston; WAGA Atlanta)—Now used by CMCY Havana with 25 kw, DA-1, as Class 2-S, to which U.S. has objection outstanding. Cuba proposes to make this a Cuban Class 1 station and boost power to 50 kw, DA-1. U.S. stations would receive same protection provided for in Interim Agreement, except: (a) WEEI limitation not to exceed 1.5 mv/m; (b) WAGA limitation not to exceed 4 mv/m.

620 kc (WSUN St. Petersburg, Fla.; WKAQ San Juan, P.R.)—Cuba has no assignments but proposes 1 kw at Camaguey. This would increase WSUN RSS from 2.13 mv/m to 3.8 mv/m. WSUN probably would have to add another town. Steps required of WKAQ have not been determined.

*950 kc (KPRC Houston)—CMBF Havana is assigned as Class 2-S with 5 kw day and 1 kw night. Cuba proposes to make it Cuban Class 1 station and increase to 10 kw, DA. Cuba also proposes a substantial reduction of radiation towards it from KPRC, which would require modification of the KPRC antenna system by addition of at least one tower. Cuba would reduce its limitation to KPRC proportionately and not increase power. The net effect of these changes, it was said, would be a substantial reduction in radiation not only towards KPRC but also other U.S. stations on the channel, particularly WGOV Valdosta, Ga., and WLOF Orlando, Fla. In the absence of a reduction in the limitation from KPRC to Cuba, the Cuban station would increase power to 10 kw, resulting in an increased limitation to KPRC from 1.7 mv/m to approximately 5.5 mv/m.

WJBO and WFBC

1150 kc (WJBO Baton Rouge)—CMJK Camaguey assigned with 500 w. Cuba proposes to move to Havana and boost to 10 kw, DA. Cuba proposes reduction of limitation from U.S. by about one-half. This would be accomplished through some adjustment or alteration of the present WJBO antenna.

1330 kc (WFBC Greenville, S. C.)—CMCB Havana assigned with 1 kw. Cuba's proposal anticipates continued use of same facilities, but seeks additional protection by reduction of radiation from WFBC to 250 mv/m. It is now approximately 500 mv/m. The proposed change would apparently involve modification of the WFBC antenna by addition of another tower. Radiation towards WFBC from Havana would not exceed 175 mv/m. Cuba proposes that if reduction in WFBC radiation cannot be accomplished Cuba would increase the power of its station to 5 kw.

* The asterisk indicates regional channels on which Cuba proposes Cuban Class 1 assignments. Cuban proposals provide for a total of 11 Cuban Class 1 assignments for "national coverage" in Cuba. The exact protection to be accorded them is as yet undecided. The nature of protection contemplated for the proposed Cuban Class 1 assignment on 640 kc and on other clear channels has been indicated above. Protection contemplated for Cuban Class 1 assignments from any future U.S. assignments on the regional channels marked with an asterisk is along the following lines:

(a) No further assignments of new stations on these channels in the U.S. within the area south of latitude 31 degrees and east of longitude 93 degrees.

(b) Boundary protection to Cuba on the channel involved, the exact degree to be determined and may depend upon the general treaty protection requirements for Class 1 stations.

In addition to assignments on regional channels marked with an asterisk (590 kc and 950 kc) Cuban assignments on the following regional channels would also be regarded as Cuban Class 1 stations entitled to the protection from new U.S. assignments indicated in this note: 550, 570, 630, 920, 980, 1010 kc. This would not adversely affect existing U.S. assignments on these channels.

CHANNELS NOT AFFECTED BY CUBAN PROPOSALS

The Cuban proposals did not include change affecting the following channels.

U.S. 1-A Channels (dominant stations in parentheses)—650 kc (WSM Nashville); 670 kc (WMAQ Chicago); 700 kc (WLW Cincinnati); 720 kc (WGN Chicago); 750 kc (WSB Atlanta); 770 kc (WJZ New York); 820 kc (WBAP-WFAA Ft. Worth-Dallas); 840 kc (WHAS Louisville); 870 kc (WWL New Orleans); 880 kc (WCBS New York); 1020 kc (KDKA Pittsburgh); 1040 kc (WHO Des Moines); 1100 kc (WTAM Cleve-

Sell

THE NINTH LARGEST TV MARKET with

WLW-T CHANNEL 4 CINCINNATI

WLW-C CHANNEL 3 COLUMBUS

WLW-D CHANNEL 5 DAYTON

3,030,100 Population
80,250 TV Sets

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP MUTUAL NETWORK AFFILIATES
1490 KILOCYCLES
PORTSMOUTH SERVING NORFOLK NEWPORT NEWS

WSAP-FM
99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager Ask Ra-Tel

THESE four executives were among the radio figures who attended the dedication ceremonies for new studios of WCAM Camden, N. J., municipally owned, commercially operated station, on Nov. 22 [BROADCASTING, **Nov. 28**]. **L to r: Gerald Fadden, Philco Distributors, Philadelphia; Joseph L. Tinney, vice president and general manager, WCAU Philadelphia; Willard C. Schriver, managing director, WCAM, and Donald Thornburgh, president of WCAU.**

WAR BROADCASTS
Begin On WNEW New York

A 13-WEEK series, *A Radio History of the War*, composed of many of the most memorable war-time documentary, dramatic and eyewitness broadcasts, was to begin yesterday (Sunday) on WNEW New York.

The series, written and produced by Ted Cott, WNEW vice president and program director, will employ historic recordings obtained from such sources as BBC, the U. S. Office of Education, the U. S. Library of Congress, the Army, Navy, Marine Corps, Air Force, French Broadcasting System, and various U. S. stations. Capt. Harry Butcher, war-time naval aide to Gen. Dwight D. Eisenhower, and now owner of KIST Santa Barbara, acted as consultant. The program is to be heard Sunday, 5-5:30 p.m.

and); 1120 kc (KMOX St. Louis); 1160 kc (KSL Salt Lake City); 1180 kc (WHAM Rochester); 1200 kc (WOAI San Antonio); 1210 kc (WCAU Philadelphia).

1-B and Foreign 1-A Channels with dominants shown in case of U.S. 1-B's)—680 kc (KNBC San Francisco); 710 kc (WOR New York); 940 kc (none listed); 1510 kc (WLAC Nashville, KGA Spokane); 1530 kc (KFBK Sacramento, WCKY Cincinnati); 1540 kc (Bahaman 1-A); 1570 kc (Mexican 1-A).

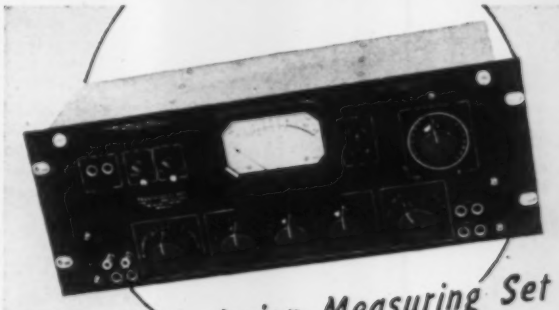
Regional Channels—Apparently 610 and 1380 kc are the only regional channels Cuba does not propose to put into use. However, under former NARBA the signatory nations had a right to use regionals within specified limitations.

MORE THAN quarter-million packages were sent overseas by Thanksgiving day as Christmas presents for war children as result of MBS appeals over *I Love A Mystery* and *Bob Poole Show*. Appeal will continue until Christmas.

PROPOSED CUBAN STATION ASSIGNMENTS

550 kc—Havana: Class I, DA.
560 kc—Oriente: 0.25 kw.
570 kc—Las Villas: Class I, DA.
580 kc—Camaguey: 0.50 kw.
590 kc—Havana: Class I, DA.
600 kc—Pinar del Rio: 1 kw; Oriente: 2.5 kw.
620 kc—Camaguey: 1 kw.
630 kc—Havana: Class I, DA.
640 kc—Las Villas: Class I, DA.
660 kc—Havana: DA.
690 kc—Havana: Class I, DA.
730 kc—Havana: 10 kw, DA; Oriente: 0.25 kw.
740 kc—Pinar del Rio: 1 kw; Camaguey: 10 kw, DA.
760 kc—Havana: 10 kw, DA.
780 kc—Oriente: 10 kw, DA.
790 kc—Havana: 10 kw, DA.
800 kc—Las Villas: 1 kw.
810 kc—Oriente: 5 kw, DA.
830 kc—Havana: 5 kw, DA.
850 kc—Oriente: 2 kw, DA.
860 kc—Havana: Class I, DA.
890 kc—Havana: 5 kw, DA.
900 kc—Matanzas: 0.25 kw; Oriente: 5 kw.
910 kc—Las Villas: 5 kw or 10 kw, DA.
920 kc—Havana: Class I, DA.
930 kc—Matanzas: 0.50 kw; Oriente: 1 kw.
950 kc—Havana: 10 kw, DA, Class I.
960 kc—Matanzas: 0.50 kw; Camaguey: 1 kw.
970 kc—Oriente: 2.5 kw.
980 kc—Havana: 10 kw, DA, Class I.
990 kc—Pinar del Rio: 0.25 kw; Las Villas: 1 kw-D, 0.25 kw-N.
1000 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw; Oriente: 1 kw, or 10 kw DA.
1010 kc—Havana: Class I, DA.
1030 kc—Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw; Oriente: 0.25 kw.
1050 kc—Havana: 10 kw, DA.
1060 kc—Las Villas: 0.25 kw; Oriente: 0.25 kw.
1070 kc—Pinar del Rio: 5 kw, DA; Camaguey: 0.25 kw.
1080 kc—Havana: 0.25 kw.
1090 kc—Las Villas: 0.25 kw; Oriente: 0.25 kw.
1110 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1130 kc—Las Villas: 1 kw.
1140 kc—Oriente: 0.25 kw.
1150 kc—Havana: 10 kw, DA.
1160 kc—Camaguey: 1 kw-L-KSL Salt Lake City.
1170 kc—Las Villas: 0.25 kw; Oriente: 1 kw.
1190 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1220 kc—Oriente: 1 kw.
1230 kc—Havana: 0.25 kw; Camaguey: 0.25 kw.
1240 kc—Pinar del Rio: 0.25 kw; Las Villas: 0.25 kw.
1250 kc—Oriente: 1 kw.
1260 kc—Havana: 5 kw.
1270 kc—Pinar del Rio: 0.25 kw; Camaguey: 1 kw.
1280 kc—Las Villas: 1 kw.
1290 kc—Havana: 0.25 kw; Oriente: 1 kw.
1300 kc—Camaguey: 1 kw.
1310 kc—Las Villas: 1 kw.
1320 kc—Oriente: 1 kw.
1330 kc—Havana: 1 kw.
1340 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1350 kc—Las Villas: 1 kw; Oriente: 0.25 kw.
1360 kc—Havana: 0.25 kw.
1370 kc—Camaguey: 0.25 kw.
1390 kc—Havana: 0.5 kw; Oriente: 0.5 kw.
1400 kc—Matanzas: 0.25 kw; Camaguey: 0.25 kw.
1410 kc—Las Villas: 1 kw.
1420 kc—Havana: 1 kw.
1430 kc—Oriente: 0.25 kw.
1440 kc—Camaguey: 0.5 kw.
1450 kc—Las Villas: 0.25 kw.
1460 kc—Havana: 0.5 kw; Oriente: 0.5 kw.
1470 kc—Camaguey: 0.25 kw.
1480 kc—Las Villas: 0.5 kw.
1490 kc—Havana: 0.25 kw; Oriente: 0.25 kw.
1500 kc—Camaguey: 0.25 kw.
1520 kc—Havana: 0.25 kw; Oriente: 0.25 kw.
1550 kc—Camaguey: 0.5 kw.
1560 kc—Havana: 5 kw; Oriente: 0.25 kw.
1580 kc—Camaguey: 0.5 kw.
1590 kc—Oriente: 0.25 kw.

WSLI
JACKSON MISSISSIPPI
5000 WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES


New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

NAB Registration

(Continued from page 23)

Holloway, WTRC Elkhart.

Samuel E. Feldman, ASCAP, Baltimore; Burt Squire, BMI, Chicago; William F. Reilly, RCA, Chicago; Milt Blink, Standard Radio, Chicago; Robert L. Howell, Capitol Records, Chicago; William M. Mertz Jr., C. P. MacGregor, Chicago; J. W. Knodel, Avery-Knodel, Chicago; James H. Keachie, RCA, Cleveland; Clifford E. Ogden, Capitol Records, Hollywood; Robert Burton, BMI, New York; Kolin Hager, SESAC, New York; Bert Lown, Assoc. Program Service, New York; Pierre Weis and Bill Young, Lang-Worth, New York.

George W. Johnston, SESAC, New York; Hugh M. Grauel, World Broadcasting System, New York; H. Scott Killgore, Collins Radio, New York; Edward G. Hynes Jr., C. E. Hooper Inc., New York; William Harold Moon, BMI Canada Ltd., Toronto; Pat Freeman, Dr. of Sales, Toronto; Justin Miller, Arthur Stringer, Helen A. Fruth, R. P. Doherty and Don Petty, NAB, Washington; Win Levi, BROADCASTING, Washington; James W. Blackburn, Blackburn-Hamilton, Washington.

Fla. Greyhound Signs

FLORIDA Greyhound Lines, through Beaumont & Hohman, Atlanta, Ga., has signed a 13-week contract for the ABC cooperative broadcasts of Elmer Davis over five Florida affiliates of the network. Starting Dec. 5, the company will sponsor Mr. Davis' quarter-hour commentaries every Monday, Wednesday and Friday on WQAM Miami, WMFJ Daytona Beach, WSUN St. Petersburg, WPDQ Jacksonville and WHOO Orlando.

THE LONG ISLAND STORY

HEMPSTEAD'S

$119,129,000.00

FOOD STORE SALES

ranks 2nd only to New York City among the 38 cities in the New York City-Jersey City wholesale food area.

And in Hempstead, WHLI actually delivers more daytime listeners than 3 network stations, and all the other 18 N. Y. independents combined!

Data Sources: Sales Management's "Survey of Food and Automotive Markets"; Conlan Report.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

ADVERTISING REVENUE

Radio Fares Well, More for TV, S&P Predicts

MORE advertising revenue for television, less for magazines and radio, with advertising going into 1950 at about the present level, which will give 1949 a total all-media volume the same or better than last year's peak of $4.8 billion, is predicted by Standard & Poor in its current analysis of the printing and publishing industry.

Noting that the declining trend of magazine advertising is continuing, S&P reported that "radio time sales have made a good showing in recent months, considering the rapid growth of television. Gross billings of the four leading networks receded only 1% in the first half of 1949; after deducting discounts, the drop in net billings probably was somewhat greater. Despite this comparatively good showing, competition for accounts and the costs of developing television have caused a further decline in operating results.

"Earnings of companies engaged in both endeavors are likely to remain depressed over the near-term, despite efforts to economize. The longer-term outlook is more promising; any loss of revenues from radio broadcasting should be fully offset by gains in television receipts, while costs should come down gradually."

CBS is the only broadcasting company included in the 18 firms individually covered by the report, which noted that while the CBS gross for the first nine months of 1949 was up 4% from the previous year, the net was down 33%. Report on CBS continued:

Despite a seasonal lull during the summer months, new radio shows should permit favorable radio time sales comparisons over the near term. Revenues from television should improve this year, but net probably will be small at best until fall. Prospects for the record subsidiary are none too promising. Lower over-all revenues are in prospect, and earnings for 1949 are expected to fall to around $2 a combined class A and B share. Dividends of 35¢ quarterly may continue, but the rate cannot be considered secure. While the longer-term outlook for television is promising, near-term problems make the class A and B stock relatively unattractive.

WDMG FIRE

Other Stations Help Outlet

AIDED by neighboring stations, WDMG Douglas, Ga., went on the air as usual Nov. 26, even though the daytime outlet's studios, control room, music library and offices were completely destroyed by fire the night before.

When the extent of the damage was determined, station officials decided to establish temporary quarters at the transmitter site about two miles from the city. Several stations in Georgia and Florida answered an emergency call. WDMG's Chief Engineer Al Woodson and Assistant Clem Vaughan assembled equipment brought to Douglas in the early morning hours by Ralph Dennis of WGOV Valdosta, Ga., Jim Hayes of WNER Live Oak, Fla., and John Bartlett of WKMA Quitman, Ga.

As a result of this cooperation, WDMG's Program Director Terry Kielty was able to sign on at 7 a.m. with the regularly scheduled 15-minute sponsored newscast. In addition to these stations, Georgia's WVOP Vidalia, WBBQ Augusta and WFRP Savannah, as well as transcription and advertising agencies, offered their assistance.

Damage to the studios and building is estimated at approximately $200,000. Temporary offices were set up in the Chamber of Commerce Bldg. on Nov. 27. Downing Musgrove, president, and Brody Timm, general manager, announced that station-building plans would be set at an early date.

FM ASSN. MEET

Will Mull NAB Merger Bid

MEETING of the FM Assn. board will be held today (Dec. 5) in Washington to consider the invitation extended by NAB to merge with the industrywide association. NAB's board voted at its mid-November meeting to invite FMA to merge, accepting the recommendation of a joint NAB-FMA liaison committee [BROADCASTING, Nov. 21].

Should the FMA board approve the merger invitation it will refer the proposal to the membership for action. If accepted by a majority the merger will be effected. FMA's board will take care of liquidation details in case of acceptance.

WNAR Morristown, Pa., broadcast ceremonies accompanying Freedom Foundations awards from Valley Forge, Pa., as public service to southeastern Pa.

Telecasting Insert

Pull Out for Filing

PEARSON-PEGLER

Answers to Suit Filed

DREW PEARSON, ABC commentator and Bell Syndicate columnist, was cited as a "liar" in amended answers to his $250,000 suit against Westbrook Pegler, King Features Syndicate and Consolidated Hearst Publications Inc. columnist.

The answers, filed Nov. 22 in New York Supreme Court, denied that Mr. Pegler in a newspaper column damaged Mr. Pearson's reputation, alleging that Mr. Pearson "for many years, has been utterly and completely devoid of any reputation for principle or veracity whatever and has been publicly characterized by a vast number of responsible and eminent citizens and officers of the United States as an utter, incorrigible faker, liar and blackguard."

The answers also alleged that while Mr. Pearson's columns were largely edited by competent professionals, his broadcasts were "not edited by persons of professional qualifications and experience, but, if at all, by persons devoid of courage, professional capacity or common decency."

The cases grew out of two Pegler Columns last May in which Mr. Pegler attacked Mr. Pearson for the latter's criticism of the late James V. Forrestal.

Jergens Renews

SUNDAY EVENING Hollywood commentary of Louella Parsons, *The Jergens-Woodbury Journal*, has been renewed over 268 ABC stations by the Andrew Jergens Co., Cincinnati. Program, airing 9:15-9:30 p.m., has been renewed for 52 weeks effective Jan. 1 through Robert W. Orr Assoc., New York.

DO YOU WANT TO MAKE YOUR ADVERTISING CAMPAIGN IN CINCINNATI A SUCCESS?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

DECEMBER 5, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

IT'S AMAZING!

WHY, IT'S INCREDIBLE!

IMAGINE TV IN A TOWN THE SIZE OF BLOOMINGTON, INDIANA

● When station WTTV went on the air (it was the second in the state) Bloomington, Indiana (population 20,000) became the smallest city in the country with its own Television station. Not included in the population figure is the Indiana University enrollment, a bonus of 13,000.

It was the culmination of two years of diligent pioneering in a new field. With the exception of two projectors, all equipment—including transmitters—was built by the staff of WTTV engineers. And, at only a fraction of the cost of other TV operations!

And, what kind of programs do they put out? For the most part, they're LIVE talent. They frown on the canned stuff at WTTV. They draw from the talent—and there's lots of it—at Indiana University in Bloomington. They use hometown folks on the air frequently, for here in Bloomington, everybody knows everybody else. They like to see their friends, relatives and associates on the air. WTTV programs are intimate, "folksy" and somewhat like a small town newspaper, as compared to a metropolitan daily.

WTTV goes in heavily for sports, and this season is televising *all* of the home basketball games of Bloomington's two high schools. Many sports, musical and dramatic programs come directly from the I.U. campus. Newscasts and some commercials are done LIVE, while other presentations—using local talent—have included everything from Canasta lessons to Cartoon lessons.

And, it's going over BIG! All of Bloomington is proud of its TV station, for when WTTV went on the air, there were only 83 stations in the nation.

Station WTTV is a sister station of WTTS—which in less than a year on the air—has become the leading AM station in the area.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS
A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

WTTV
Indiana's Second TV Station.

Owned and Operated by Sarkes and Mary Tarzian

Represented Nationally by
WILLIAM G. RAMBEAU CO.
360 N. Michigan Avenue, Chicago

National Representatives
BARNARD & THOMPSON, INC.
299 Madison Avenue, New York

Gives "Clear Sweep" television coverage of the San Francisco Bay Area

KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

SAN FRANCISCO

CHRONICLE

NBC

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location — atop San Bruno Mountain, bordering the San Francisco-San Mateo County line — is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest . . . mounted on a tower which is 1,485 feet above sea level.

KRON-TV presents top NBC network television programs, assuring strong audience tune-in. Local programming will include some day-time television. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

• **Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco**

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

DECEMBER 5, 1949

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

AT&T RELAY POLICY

FCC Hears Oral Argument

ORAL ARGUMENT was held before FCC last Monday on the Commission's proposed report to require American Telephone and Telegraph Co. to interconnect its Bell System intercity television facilities with those of private broadcasters [BROADCASTING, Sept. 12, Oct. 24]. AT&T's policy has been against such interconnection.

Attorneys for AT&T, Western Union, Philco, DuMont and Television Broadcasters Assn. took most of the day for their detailed argument of the case, pending for more than a year. The interconnection issue is but one phase of the Commission's overall investigation of AT&T and Western Union network television rates [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948]. Action on rates was deferred by FCC pending settlement of the interconnection dispute.

Common Carrier Issue

In its proposed report, FCC reiterated its view that common carriers alone should handle all intercity TV relaying when they have established adequate facilities, but the Commission emphasized it did not foresee such adequate facilities for an appreciable interval of time. FCC therefore concluded that so long as it authorizes private broadcasters to operate intercity relays the Commission does not consider common carrier facilities adequate.

Hence the Commission proposed to require interconnection with these "temporary" private facilities, and would so require even after common carrier facilities were available, until such time as the private broadcaster could reasonably amortize his investment. FCC's report held that refusal by AT&T to interconnect with facilities authorized by the Commission would constitute an effective veto over FCC determination of what is in the public interest.

John T. Quisenberry, AT&T counsel, in his argument supported FCC's conclusion that all intercity relaying should be handled by common carrier, but opposed any interconnection during the transitional period. He cited that past experience has proven interconnection to be impractical and unsatisfactory, and that many courts have upheld the principle of no interconnection.

He explained that the cost of a national TV network will be tremendous and that AT&T is the only one that will provide such a service. As a result, Mr. Quisenberry said, to permit interconnection would reduce this facility to a standby service as far as private broadcasters are concerned. Private broadcasters, who would not have the restrictions or obligations of AT&T, thus could "skim the cream" and resort to Bell facilities only when it had too, he explained.

The AT&T counsel explained it proposed to allow interconnection only when Bell facilities are insufficient or lacking in certain situations, provided proper notice is given and AT&T, after specified periods of time, determines it will not provide the service. Under certain circumstances AT&T would have a full year to decide whether or not to furnish facilities. If it could not and the customer then built his own, he would be assured of such use in interconnection for three years, the AT&T counsel explained.

Mr. Quisenberry urged FCC to deal through common carrier regulations rather than licensing procedure for microwave radio relays since their use is common carrier. He pointed out that regulation through licensing procedure would become very burdensome and does not provide for common carrier participation which would be necessary if interconnection issues were involved in each case.

Wendt Contends

William Wendt, Western Union counsel, contended that the proposed report decided only half the issue by requiring customer interconnection. He indicated the restriction still would be imposed on the customer who wanted to interconnect Western Union facilities with those of AT&T. To require AT&T to interconnect with private broadcasters and not with other common carriers places the private broadcaster in a better position than Western Union, discriminates against Western Union and eliminates the only firm which could effectively compete with AT&T, Mr. Wendt said.

DuMont's counsel, William A. Roberts, charged that AT&T's interconnection policy is one of several methods employed to establish a preferred national service for itself. He held that the telephone company has assumed it would control all intercity relaying and desires such exclusive monopoly. The DuMont counsel held this would not be desirable for either television or the country.

Mr. Roberts challenged the quantitative and qualitative adequacy of AT&T's intercity TV facilities program, contending that 2.7 mc coaxial service isn't even sufficient when installed. He held that Philco's radio relays are superior and yet Philco is refused interconnection. In addition to hitting AT&T's cost estimates, Mr. Roberts also held that the phone company's suggested modifications of its proposed tariff regulations would still tend to make impractical any use of private facilities.

Henry B. Weaver, Philco counsel, explained that because of Philco's achievements AT&T is converting to 85% radio relay. He said AT&T doesn't realize that broadcasters are its customers and not competitors. In supporting Western Union's position, however, Mr. Weaver thought that more than one common carrier would be a healthy competitive situation. He also felt private links should be allowed permanently.

Thad H. Brown Jr., counsel for TBA, held that AT&T's claim for the reasonableness of its tariff policy is not supported in the record. He said that the policy would create a Bell System monopoly, artificially restrict the development of TV, result in absurd application and waste as proven in the past and place TV standards in the hands of the phone company rather than FCC. He also cited inadequate AT&T facilities and the system of tentative planning.

BOXING

National Group Plans Study Of Video's Effect

TELEVISION's impact on boxing will be the major consideration of the National Boxing Assn.'s executive board which will meet at a date to be fixed early in 1950.

At that time, according to Abe J. Greene, NBA's national commissioner of boxing, the board will take up rumblings heard last month at the organization's convention in Havana. Members voiced misgivings that video was killing boxing by destroying box office.

Mr. Greene's own opinion is that the two industries will have to work out a modus vivendi, but meanwhile that television is striking at the roots of boxing growth—preventing development of new talent.

He believes the lack of promising young performers is due to lack of opportunity for them to start in small clubs. Such clubs, he contends, have been killed off in large numbers by television—their patrons preferring to watch more important fights via television.

Mr. Greene said he hoped the NBA members, who are official members of state and other local governmental boxing commissions, would be able to originate a plan to make the television industry pay for boxing's maintenance as a going institution.

Television sponsors already are responsible for New York clubs reaching the break-even point, he said, but that is being done at the expense of smaller clubs in surrounding states. New Jersey, he said, now has only one fulltime boxing club whereas it used to have 10 or 12 operating.

WKTV (TV) UTICA

Affiliates With ABC-TV

WKTV (TV) Utica, now under construction with the only permit in its city, has affiliated with ABC-TV effective Dec. 1. The station is owned by the Copper City Broadcasting Corp., and will operate as a metropolitan class station on Channel 13. Michael C. Fusco is manager.

ABC-TV now totals 46 stations, five of which are owned and operated by the network, and 40 of which are on the air.

IN THIS TELECASTING . . .

Oral Argument Heard on AT&T Relay Policy	3
National Boxing Group To Study Effect of TV	3
WENR-TV, 'News' Promote Santa's Welcome	5
RCA Antenaplex Installed in N. Y. Apartments	10
KPHO-TV Goes on Air	13

DEPARTMENTS

Film Report	15	Telefile	8
Reel Takes	14	Telerama	10
Telestatus	6		

Telefile:

HISTORY OF WNBT'S OPERATION TYPIFIES STORY OF TV'S GROWTH

By BRUCE ROBERTSON

ON July 1, 1941, NBC's television station in New York dropped its 11-year-old experimental call of W2XBS to become WNBT, the country's first commercially licensed television station.

The same day, the WNBT program schedule opened with a visual Bulova time signal, first paid-for advertising ever to be telecast (previously some commercial video material had been aired, but on an experimental basis, without any time charges). Before the day was over, three other advertisers also made use of WNBT's facilities: Lever Brothers, Procter & Gamble Co. and Sun Oil Co., the last presenting the first sponsored simulcast in TV history by putting a camera into a news studio to pick up Lowell Thomas doing his regular evening news commentary broadcast.

By the end of 1941, Alfred H. Morton, then NBC vice president in charge of television, proudly reported in his year-end statement that WNBT had four regular commercial accounts—Bulova watches, Adam hats, Gold Mark hosiery and Botany neckties.

Other advertisers who had used the station during its first six months of commercial operation were Frank H. Lee Hat Co., Missouri Pacific Railroad, Bloomingdale's and Abraham & Strauss (New York department stores), L. Bamberger & Co. (Newark department store), RCA and the Hat Style Council. The outlook for more sponsored programs was "excellent," Mr. Morton stated.

* * *

SUBSEQUENT history has proved Mr. Morton an able prophet. WNBT's schedule for the last week of November included 6 sponsored local programs, 30 commercial network programs and 36 advertisers presenting a total of 93 announcements, station breaks or participation spots. An analysis of WNBT programs for the month of October (see adjoining table) shows that of a total of 215 hours and 54 minutes of broadcast time, the sponsored portion amounted to 123 hours and 21 minutes, or 57.1%.

This program breakdown shows that changes other than advertiser took place at WNBT between July 1941 and October 1949. The October table reveals children's programs getting 20.9% of the station's total air time, more than any other program category. Sports shows ranked second, with 17.4% of total time; dramatic programs were third with 17.1%; no other program class got as much as 10%.

WNBT's program schedule for the week of June 30-July 5, 1941, shows a total of 19 hours and 15 minutes of air time of which 15 hours was devoted to sports pickups—Monday night boxing bouts, Tuesday afternoon baseball and the Eastern clay court tennis championship matches each afternoon Wednesday through Saturday. The remaining 4¼ hours comprised Mr. Thomas's newscast, a half-hour video version of radio's *Truth or Consequences*, excerpts from "Bottlenecks of 1941," camp show of the Fort Monmouth Signal Corps Training Center, a lecture (subject unspecified), a spelling bee, a group of USO Drive speakers, a feature film and a movie short.

The changes in program structure, the increase in total program time (48½ hours during the last week of November 1949, about 2½ times as much as in the first week of July 1941), have been accompanied by an increase in the number of TV homes in the WNBT service area from about 4,500 in 1941 to some 875,000 this November, an increase of 19,344%.

Along with this tremendous growth in circulation have come some increases in WNBT's time and facility charges. Its first rate card—also the first in video history—listed a base evening hour time rate of $120, plus $150 for use of the main studio, $75 for either the small studio or a film studio. There also was a $75 minimum charge for remote pickups. WNBT's current rate card, No. 5, gives the base evening hour rate as $1,500, with minimum fees of $200 for a live studio, $125 for a film studio and remote "quotations on request."

In 1941 WNBT sponsors could buy evening "service spots (news, weather, time, etc.)" for $8 each. Today time for a one-minute announcement costs $200 on weekday evenings, $250 on Saturday or Sunday evening, and 20-second station breaks are $250 in the prime evening hours of any day.

* * *

JUST as WNBT's commercial development since 1941 epitomizes the complete field of American TV broadcasting, so does the station's

(Continued on Telecasting 8)

WELL-ROUNDED and interesting programs key WNBT's offerings. Typical are:

TOP PHOTO—Tex Antoine gives artistic impressions of the weather on the *Con Ed Weatherman*, daily five-minute show under sponsorship of Consolidated Edison.

SECOND PHOTO—Ed Herlihy and two young hopefuls on the Horn and Hardart *Children's Hours*, Sunday show.

PHOTO AT RIGHT—Colorful costumes are a part of *Tropic Holiday*, musical tour of Latin America, on Sunday.

PHOTO BELOW — Mighty Gotham, always chock-full of human interest stories, was the "on location" spot of *City at Midnight*, long a viewer favorite.

KRLD-TV DEBUT

Notre Dame-SMU Opener

KRLD-TV, Dallas' second television station and third for the Fort Worth-Dallas area, began scheduled operations Saturday, Dec. 3, with a telecast of the Notre Dame-Southern Methodist U. football game in the Cotton Bowl.

Mr. Rembert

Humble Oil & Refining Co. sponsored the debut program, Clyde W. Rembert, KRLD managing director, announced.

Yesterday (Sunday), Fred Waring and his Pennsylvanians saluted KRLD-TV, which is the CBS outlet for Dallas and Fort Worth in the television field, as the station has been on AM and FM.

Telecasts originated from the new KRLD Radio-Television Bldg. in Herald Square in downtown Dallas.

Station, which test patterned two weeks prior to the debut, features a six-bay antenna said to be the first built by General Electric in the U.S., the station reports. It will give KRLD-TV, on Channel 4, a potential power of 28 kw. Programs, including film and live shows, will be aired seven days a week with 31 hours 21 minutes scheduled for its first week of operation.

In addition to Mr. Rembert, officials include Jim W. Crocker, assistant manager; W. A. Roberts, commercial manager; Roy George, program director, and Roy M. Flynn, technical supervisor.

WYNN FOR CAMELS

Speidel Drops Its Plans

R. J. REYNOLDS Tobacco Co., (Camels), Winston-Salem, will sponsor the *Ed Wynn Show*, half hour, once a week on CBS-TV beginning in January. The program is said to cost $12,000 weekly for talent.

The show, currently sponsored by Speidel Corp., New York (watch bands), will be cancelled by that company early in January. The cancellation was due to a disagreement over the program format between the network and the agency, Cecil & Presbrey, representing Speidel. Speidel had been slated to sponsor the program every other week [BROADCASTING, Nov. 28] starting in January, but the advertiser wanted the program extended to a full hour with Ed Wynn augmented by other Hollywood talent. CBS however, insisted that the format of the program remain the same and that it continue to be a half-hour show.

The program is telecast Thursday, 9-9:30 p.m. now, but the same time has not been definitely signed up by Camels. William Esty Co., New York, is the agency for Camels.

'VEEP' AND BRIDE

NBC-TV Records Famous Wedding Ceremony

WHEN Vice President Alben W. Barkley and the former Mrs. Carleton S. Hadley were married last month, an estimated 10½ million people literally accompanied them through the ceremony. NBC-TV telecast the church activities to a 27-station network [BROADCASTING, Nov. 21].

Cameras began grinding at 11:45 p.m. outside of St. John's Methodist Episcopal Church in St. Louis giving a pictorial review of the social set's highlight of the season. The network received the pickup, handled by NBC's affiliate, KSD-TV St. Louis, of the church activity and wedding luncheon until 1 p.m. George M. Burbach Jr., KSD-TV manager, supervised the telecast.

While the newlyweds were inside the church NBC showed a film roundup of highpoints in the Veep's career and then shifted its scene to the home of Mrs. Thomas Sayman, reception hostess, who was interviewed by a KSD-TV commentator.

AT 12:15, the cameras focused on the Barkleys and the wedding party leaving the church. The couple stopped before entering the car and received congratulations from Frank Eschen, chief NBC narrator of the activities. Later, the Barkleys' arrival at the Sayman house was recorded. Mr. Eschen, assisted by David Barkley, the Veep's son, introduced various relatives in the Barkley-Hadley families until 1 p.m., sign-off time.

Vice President and Mrs. Alben W. Barkley before NBC-TV cameras.

Behind this undertaking, first of its kind, a total of 35 staff members were on hand to record the event. They included announcers, technicians, cameramen and technical directors. NBC also recorded the activities for its TV newsreel and film was shown eight hours after the ceremony on the *Camel News Caravan* (7:45 p.m.) after it was flown to Chicago.

'CRUSADE' SPONSORS

First Two Contracts Made

FIRST local sales of the ABC-TV film series *Crusade in Europe*, were announced last week by the network.

Detroit Edison Co., starting early in January, has signed with WXYZ-TV Detroit, to present the entire 26-week series of telecasts. Account was placed through Campbell-Ewald Co.

Stromberg-Carlson, placing directly, will sponsor the film on WHAM-TV Rochester, starting the second week in January.

Each ABC-TV affiliated station will receive a special print of the General Eisenhower series, edited for cooperative sponsorship to provide for inclusion of copy from the local advertiser.

SANTA'S HELLO

WENR-TV, 'News' Promote

WENR-TV CHICAGO and the *Chicago Daily News* collaborated Nov. 19 to stage one of the most "tremendous" pre-Christmas celebrations on record.

"I have witnessed many a Christmas opening in New York, but never have I seen anything so tremendous as today's opening of the Chicago Christmas season," said ABC Vice President John Norton after viewing the arrival by boat of Santa Claus, followed by his triumphal parade down the city's famous State St.

Randall Cooper, executive secretary of the State Street Council, added:

"This was the closest to V-E Day that we've had. The crowd took over the street and nothing else moved. It was a capacity crowd. I don't know where we would have put any more people."

Many hours of preparation by the combined promotion staffs of WENR-TV and the *Daily News* preceded St. Nick's visit to Chicago aboard the "S S Santa Claus." Here's WENR-TV's log:

Oct. 31—Carried teaser announcements that an S-Day was scheduled for Chicago Nov. 19.

Nov. 2—S-Day was identified as "Santa Claus Day."

Nov. 3—Contest was started on WENR-TV's *Larry on Location* show (Monday through Friday, 5:15 to 5:45 p.m.) when children from 6 to 12 years of age were asked to submit their own drawings of Santa. It was stipulated that no child should enter the contest who could not ride down the Chicago River in the "S S Santa Claus."

Nov. 12—Contest closed with the selection by WENR-TV and *Daily News* promotion men of six boys and girls, who would join Santa's crew as his boat entered the Chicago River from Lake Michigan. They would ride with him to the *Daily News* plaza, nearly a half-mile down the stream.

Nov. 16—Contest winners were announced on the *Larry on Location* program. (More than 2,000 entries had been received.)

Nov. 19—Contest winners and the cast of WENR-TV's *Super Circus* joined Santa at 9 a.m. along with sports personalities and radio's Bob Hope. The boat docked at the *Daily News* plaza at 10 a.m. where thousands awaited it.

Chicago traffic experts estimated that more than a million persons lined the banks of the river, jammed the plaza, and later bordered State St. during the demonstration. WENR-TV carried more than 90 S-Day announcements in the period from Oct. 31 to Nov. 19. The proceedings were filmed and condensed into a 30-minute series which WENR-TV telecast the night of S-Day and on the following Sunday.

BOB HOPE (center) shivers from cold aboard S S Santa Claus as performers on WENR-TV's *Super Circus* register amusement. L to r: Claude Kirchner, ringmaster of *Super Circus*; Mary Hartline, director of the circus band; Mr. Hope; Cliff Soubier and Phil Patton, circus clowns "Cliffy" and "Scampy."

XUM

Telestatus

Roper Surveys Living Habits

(Report 88)

IF RESULTS of a recent Roper survey can be projected, future Americans will be a race of sedentary mutes, bug-eyed, flap-eared, and almost invariably hunched before their television sets at moments when their antecedents would have been gadding around or perhaps indulging in the archaic practice of reading.

Elmo Roper, head of his own research firm, reported results of the nation-wide survey in a script prepared for his regular CBS broadcast Sunday, Dec. 4. The Roper researchers investigated leisure-time habits of those who did and did not own television sets.

"What we have found is this," Mr. Roper said: "The introduction into our lives of television on a large scale is reshaping leisure-time America. The recreational habits of those bitten by the television bug bear little resemblance to those who have not yet been exposed. The non-owners of television are what America used to be like. The owners are in all probability very much like what we are all going to be."

As compared with people who do not yet own television sets, television owners listen less to the radio, read less, go out less, and engage in less conversation. Television owners stay at home more than do those without sets, but although this phenomenon may be conducive to an improvement in family life, it may be partly offset by the fact that although the television family is at home, it doesn't take its attention from the television screen long enough to do much talking.

Reading Decreases

Among non-television owners, the Roper survey learned, 33% usually sit down to read a newspaper, book or magazine after supper. Among television owners, only 18% can tear their eyes from the screens long enough to read anything.

Mr. Roper, a pollster who like others has been careful to qualify his conclusions since the recent presidential election, quickly added: "It isn't that reading disappears from the television home, it simply isn't done as much."

About 16% of non-owners of television usually entertain guests or go visiting in the evening. Only 10% of the television owners go visiting or have guests in for home-invented entertainment like playing cards or just talking.

Among non-television owners, 15% usually spend their evenings in a cozy family circle, just chatting. Only 6% of those owning television engage in family conversation after the dinner dishes are cleared away.

"Now this last point," said Mr. Roper, "is a fairly serious thing. It certainly alters the traditional relationship of a family. Father might be home more often, but apparently he spends less time talking to mother and the children when there is a television set around. Now whether this drop-off in family conversation will lead to a happier married life in the homes of America or will lead to more marital difficulties than we already have our survey didn't pretend to find out."

Among Mr. Roper's general conclusions: "Well, we found that television owners do fewer of almost everything the rest of America does. Fewer of the TV-owners work around their house or in the garden. Fewer go to the movies, or go dancing, play bingo, or drink beer at the corner bar. And fewer told us they just rest and go to bed in the evening—which frankly is a bit puzzling, since television shows do not usually run very late into the evening."

One thing that television set owners do that most of the rest of America doesn't do is look at their television sets. "Some 75% of television owners told us that almost any evening you're likely to drop in to see them, they will probably be looking at their video screen," Mr. Roper said.

"Among television owners, looking at television is far and away and easily the most important and time-consuming, spare-time occupation they have. More television owners look at their sets than do all the rest of the things everybody else does in the evening combined."

Two-thirds of the television owners say they see a television program every day, Mr. Roper reported. On the average they spend two hours per day watching the machine. More than one-third of the television owners view television an average of more than three hours per day.

Women Watch More

Women spend more time watching television than do men; young people more than old people, and lower income people more than those in higher brackets, Mr. Roper reported.

The fact that women look more at television than do men is slightly paradoxical in view of another Roper finding. "We found in our survey that in 74% of the cases men were directly responsible for buying the television set," Mr. Roper said. "They were the ones who wanted it. The women in the family and the children were the chief exponents of buying television in only a minority of cases. Remember, once the set is in the house, it's the women who listen to it more than the men. It looks like television is home to stay."

* * *

Weekly Television Summary

Based on Dec. 5, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,000	Station
Atlanta	WAGA-TV, WSB-TV	18,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	.....	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,500	Dealers
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	172,276	TV Comm.
Buffalo	WBEN-TV	44,132	Buff. Elec. Co.
Charlotte	WBTV	7,800	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	44,000	Distributors
Cleveland	WEWS, WNBK	101,358	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	20,750	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	3,315	Distributors
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	14,700	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	20,800	Dist. & Deal.
Grand Rapids	WLAV-TV	7,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	9,000	Distributors
Huntington	WSAZ-TV	2,038	Distributors
Indianapolis	WFBM-TV	11,200	Dist. & Deal.
Jacksonville	WMBR-TV	3,000	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kansas City	WDAF-TV	20,434	Station
Lancaster**	WGAL-TV	15,974	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	251,042	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	9,910	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	50,115	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	41,300	Stations
New Haven	WNHC-TV	55,100	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	11,587	Distributors
Omaha	WOW-TV, KMTV	9,840	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	285,000	Distributors
Phoenix	KPHO-TV	3,000	Station
Pittsburgh	WDTV	45,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	16,845	Distributors
Rochester	WHAM-TV	11,287	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	.....	150	Distributors
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	18,000	N. Cal. Elec. Assn.
Schenectady	WRGB	38,000	Distributors
Seattle	KING-TV	12,600	Distributors
St. Louis	KSD-TV	57,600	Union Elec. Co.
Syracuse***	WHEN	15,104	Distributors
Toledo	WSPD-TV	25,000	Dealers Assn.
Tulsa	KOTV	2,028	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	19,305	Dealers

Total Markets on Air 54; Stations on Air 94; Sets in Use 3,058,772

* Quad Cities include Davenport, Moline, Rock Island, East Moline.

** Lancaster and contiguous areas.

*** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Milton Berle Leads In November Pulse

STILL holding the lead in the television rating competition, Milton Berle continued to head the field in November. Mr. Berle and his *Texaco Star Theatre* topped the list in five of the six cities covered by The Pulse Inc. for the month.

In Los Angeles, the show was nosed out by 0.1 point for top honors by the U. of Southern California-Stanford football game, one of the top interest games on the West Coast this season.

Of the multi-weekly shows *Howdy Doody* led in New York and Philadelphia and was second in Washington and Chicago. *Kukla, Fran & Ollie*, which led in the latter two cities, also was in the Top 10 for the other four cities covered by The Pulse Inc.

For the test week of Nov. 1

(Continued on Telecasting 12)

We've Got

LIGHTNING IN THE BOTTLE

IN HOLLYWOOD

Everybody's Watching

KLAC-TV

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the biggest news that's hit television!

Look at These Ratings at the Beginning of the Second Week

of

AL JARVIS MAKE BELIEVE BALLROOM

The first television program that dares to be different

HOOPER RATING SHOW	
Average tune-in	10.1%
Highest two-hour average tune-in	12.9%
KLAC-TV average share of audience	76.5%
KLAC-TV highest two-hour share of audience	80.8%

PULSE RATING SHOW	
Average tune-in	15.6%
Highest tune-in	20.5%
KLAC-TV average share of audience	77.6%
KLAC-TV highest share of audience	84.6%

Everybody's Climbing Aboard the KLAC-TV Bandwagon!

Everybody's listening to

KLAC

570 On Your Dial

DAYTIME PROGRAMMING

Take a look at these batting averages!

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

KLAC 10.1

Network	Station	A	8.0	Independent	Station	A 5.6
"	"	B	11.8	"	"	B 6.6
"	"	C	23.4	"	"	C 3.2
"	"	D	13.0	"	"	D 2.2

(Latest available HOOPER figures as of August and September)

YOUR BEST BUY IN TELEVISION AND RADIO

KLAC and KLAC-TV

Telefile

(Continued from Telecasting 4)

entire history typify the full story of the growth of electronic television.

For the first years after its inception (July 30, 1930), W2XBS served primarily as a field testing laboratory for RCA's video developments. From its transmitter site atop the world's loftiest skyscraper, New York's Empire State Bldg., W2XBS sent out picture signals that increased in definition from 120 lines in 1932 to 343 in 1936, 441 in 1937 and 525 in 1941. In 1937 RCA-NBC began making the first TV remote pickups with its new mobile unit vans.

By the end of 1937 video transmission techniques were sufficiently perfected to insure reasonably regular delivery of reasonably good pictures to sets in the homes of NBC-RCA engineers throughout the New York metropolitan area. Now, for the first time, NBC program people began to concern themselves seriously with what sort of material their television station was going to transmit. Outstanding among their 1938 experiments was the telecast from the RCA Bldg. studios of scenes from that year's Broadway hit, "Susan and God," starring Gertrude Lawrence.

* * *

ON April 30, 1939 W2XBS telecast the opening ceremonies of the New York World's Fair, during which President Roosevelt became the first Chief Executive to be seen by television. This date also marks the inauguration of regular NBC-TV program service for the New York public.

Other NBC video firsts in 1939 included the first baseball telecast —Columbia-Princeton, May 17; first major league telecast—Brooklyn-Cincinnati, Aug. 26; first college football game telecast—Fordham-Waynesburg, Sept. 30.

In June 1940, NBC scored a double video first by covering the Republican National Convention in Philadelphia for its New York viewers—first political convention video coverage and first use of coaxial cable to transmit TV programs. 1940 also was the first year in which election returns were telecast.

Within six months of the beginning of WNBT's commercial operation the country was at war and for the next two years the station's most notable programs were its training courses for air raid wardens and fire guards.

As the war progressed, WNBT's programming was cut to a token four hours a week, almost entirely film. Then in October 1943, John F. Royal, who succeeded Mr. Morton as NBC's TV vice president, arranged for WNBT to pick up a number of the sports and special events from Madison Square Garden. These telecasts were primarily for the benefit of wounded servicemen who watched them on sets donated by the manufacturers and

PROGRAM PLANNERS at the studio of NBC's New York television outlet—WNBT (TV)—discuss future schedules in this huddle. L to r: John C. Warren, sales manager; Thomas B. McFadden, manager; John H. Reber, program manager, and Reid R. Davis, network television operations supervisor.

* * *

installed in the service hospitals by NBC.

In 1944, boxing and wrestling were added to WNBT's sports schedule, which proved to be almost as popular with New York's civilian viewers as with the servicemen. On Sept. 24, 1944, Gillette Safety Razor Co. began sponsoring boxing matches one or two evenings weekly, first on WNBT alone and later, since Nov. 8, 1946, on the NBC-TV Network. Gillette thus stands as television's oldest continuous program sponsor.

Both major political parties held their 1944 conventions in Chicago, beyond the reach of TV network connections at that time. WNBT covered them by films which were flown to New York and aired as soon as possible. WNBT also resumed studio programming during 1944, increasing its total program time to more than 500 hours for the year, more than double 1943's total.

In 1945, the end of the war, celebrated by WNBT with 14-hour continuous telecasts on both V-E and V-J Days, permitted further expansion of the station's program activities which again more than doubled the previous year's record. In addition to twice-weekly boxing telecasts, the station's sports schedule included baseball, tennis, football—both college and professional—basketball and hockey, all on a fairly regular schedule.

* * *

YEAR's outstanding single sports telecast was WNBT's coverage of the Army-Navy game, another in its list of TV firsts. Outstanding among studio programs was a series of full-length plays, including such top hits as "Winterset," "You Can't Take It With You" and "The Front Page."

By the end of 1946 WNBT was serving as key station for an embryo East Coast TV network which also included WPTZ (TV) Philadelphia, WRGB (TV) Schenectady and—occasionally—WTTG (TV) Washington. Its 14 sponsors included such leading national advertisers as Standard Brands, Bristol-Myers, RCA, U. S. Rubber, Standard Oil of New Jersey, Firestone Tire & Rubber Co., Bulova Watch Co., Elgin National Watch Co., Botany Worsted Mills and, of course, Gillette.

In addition to its regular fight telecasts Gillette in 1946 sponsored the first telecast of a world's championship heavyweight match, the Louis-Conn fight on June 16, as well as NBC's Army-Navy game video pickup on Nov. 30.

* * *

THE last three years have seen the growth of the NBC-TV Network to include 49 stations and have proportionately added to WNBT's responsibilities as the network's key station in New York, where the majority of video programs originate.

Baseball serves as a good example of the effects of WNBT's network duties on its local operations. In 1947 WNBT covered all home games of the New York Giants, both day and night, on a sustaining basis. In 1948 it again planned for such coverage and sold sponsorship of the Giants telecasts to Liggett & Myers Tobacco Co. for Chesterfields. But the pressure of network advertisers was such that WNBT soon found it necessary to farm out the night games to another station, WPIX (TV) New York. This past year, WNBT eschewed baseball altogether, except for the pooled World Series, and WPIX telecast the complete Giant home schedule for Chesterfields.

A year ago WNBT's operations were integrated with those of NBC's New York radio stations, WNBC and WNBC-FM, under the direction of Thomas B. McFadden, general manager. This semi-autonomous set-up gives WNBT for its own use the hours before 10 a.m., 1-3 p.m., 6-7 p.m. and after 10:30 p.m. Last February the station launched a 2½-hour afternoon schedule of women's programs, but this was discontinued in June and there is presently no thought of re-entering the daytime field "unless we get a particularly sensational idea and until a lot more studio space is available," a station spokesman said last week.

* * *

IN addition to General Manager McFadden, WNBT's top executives are Donald A. Norman, assistant manager; John C. Warren, sales manager, and John H. Reber, program manager. The services of program personnel are rented from NBC, along wtih the network's video studios and equipment. This currently comprises 10 studios in the RCA Bldg. and the building at 106th St. and Park Ave., two theatres for audience shows, 25 studio cameras and 12 field cameras, three 16mm and four 35mm motion picture projectors, and six slide projectors. Studio and transmitting equipment is, of course, RCA.

Studio 3H, NBC's original TV studio at Radio City, is 30 by 50 by 18 feet. It is equipped with the Eddy-type lighting fixture, using both incandescent and fluorescent light units which can be electrically controlled and mechanically oriented from the light bridge. A catwalk for lighting extending around all four walls is equipped with three RCA field type cameras. The floor is level and small audiences such as *Howdy Doody's* Peanut Gallery are sometimes used. Lap dissolves can be integrated with film sequences.

Studio 8G, 50 by 90 by 18 feet, contains four permanent "non-standard" cameras, each equipped with a three-lens turret. These were the first Image Orthicon studio cameras and were custom built to NBC specifications. This studio, which was put into use in March 1948, is the only Radio City studio with control room equipment specifically designed for video operations. Lap dissolves and split screen can be accomplished by the cameras or integrated with the film studio (5F).

Studio 3A, 48 by 78 by 18 feet, is equipped with three RCA field type cameras. Its control rooms are on the studio floor level.

Studio 6B, converted for video use last September, is audience type with 290 fixed seats and a stage 38 by 45 feet. Including the stage it measures 48 by 115 by 18 feet. It has three RCA field type cameras. Backstage permanent dimmer boards and switches, audience and front stage lighting and various types of stage lighting give this studio, where the *Texaco Star Theatre* originates, what NBC believes to be the best studio lighting in the country. This is the only Radio City TV studio which also is used for radio programs.

The Uptown Studios for live programs are A, 74 by 94 by 32 feet; B and C, each 30 by 60 by 21 feet. Lighting for A and B is mounted on pipe grids; C has the Eddy-type system. Each of the three is equipped with three RCA studio cameras.

NBC has 11 Fearless dollies and 11 microphone booms for its New York studio operations. Their distribution varies from week to week. There are two film studios.

F Uptown is equipped with three film cameras, two associated with the RCA Multiplexer permitting the use of 16mm or 35mm film or Liker slides, the third associated with the new Projectall. Studio F Uptown also has one live camera. Studio 5F at Radio City has two cameras, two 35mm projectors, one 16mm projector, two slide projectors and a special Baloptican projector for transmitting illuminated clock faces.

* * *

PROBABLY the best-known program developed by WNBT is the puppet show *Howdy Doody*, which long since has extended its scope to network proportions. While it was still a local show, Mason, Au & Magenheimer sponsored it for 15 minutes a day to help establish a new candy bar, the Mason Cocoanut Bar. At the end of the 13-week contract, 95% coverage of the thousands of New York retail markets was reported. Retailers asked to stock the bar because *Howdy Doody* fans kept badgering them for it. An offer of a lariat in return for two wrappers resulted in the mailing of 46,000 lariats.

The magazine *Television Guide* recently used three one-minute announcements on WNBT as a test, offering a TV screen filter as a premium with a $3 subscription. No other advertising was used for four days before and four days after the WNBT spots. The sponsor received orders for 2,190 subscriptions, amounting to $6,591, for an overall cost of $270.

Most unusual of WNBT's current local programs is *City at Midnight*, broadcast Tuesday from 11 p.m. to midnight under the sponsorship of Bedford Radio & TV Stores. Each hour drama of this series is done as a remote pickup from the story's actual location somewhere in the city, the actors performing on real streets and in real buildings instead of before studio backdrops.

Another WNBT novelty is the Monday-through-Friday five-minute WNBT *Weatherman*, with weather forecast and commercials delivered by a cartoonist who accompanies his talk with amusing and pertinent drawings. Consolidated Edison Co. of New York, public utilities company, is the sponsor.

WNBT's program philosophy was outlined for BROADCASTING by Mr. McFadden, as follows:

We here at WNBT have presented —and will continue to present—a well-rounded program service with both live and film presentations. At the moment we are trying to utilize every opportunity to cooperate with local and national groups in our community in developing new techniques to present both public service and commercial programs that will be of satisfaction to our audience.

We are trying to make the station an important part of the community, and this means an awareness on our part of the basic problems confronting us here in New York—racial and religious differences, housing needs, rent problems, divergent political views, shortage of schools, transportation difficulties, and the rest. In addition, the problems outside our own immediate boundaries — the struggle toward a world of brotherhood and lasting peace—must be brought into the living rooms of our audience by all known (and some untried) devices of showmanship and by a truly humanitarian approach.

On top of this, of course, lies the ever-pressing need for maintenance and increase of revenue. Our first year of autonomous operation has proved that we can build a strong staff capable of putting our activities on a paying basis. We look forward to great progress during the next few years. Our position as a key station for NBC gives us tremendous advantage, and this, coupled with our own philosophy of "good programming is good business," should help us to success.

We face the future, then, convinced that our station will continue to be a leader both in business and in community service, and will continue to be part of the most powerful media yet found to combat hate, prejudice, intolerance and other evils besetting the community, the nation and the world.

WNBT Local & NBC Television Network Program Time
October 1949

	WNBT Telecasts									
	Local Only		Local & Fed to Net.		Rec'd from Net.		Total WNBT			
	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Comm. Hr-Min	Sus. Hr-Min	Total Hr-Min.	%
Drama	6:54	——	21:00	7:30	——	1:30	27:54	9:00	36:54	17.1
Situation Comedy	——	1:19	4:30	4:30	——	——	4:30	5:49	10:19	4.8
Variety	2:00	——	10:00	1:00	——	2:30	12:00	3:30	15:30	7.2
Musical	7:40	1:35	6:45	:15	——	:45	14:25	2:35	17:00	7.9
Opera	——	——	——	——	——	——	——	——	——	—
Concert	——	——	4:00	——	——	——	4:00	——	4:00	1.8
The Dance	——	——	——	——	——	——	——	——	——	—
Talks & Discussions	1:15	——	——	2:30	——	6:00	1:15	8:30	9:45	4.5
Instructional	:30	1:23	——	2:00	——	1:15	:30	4:38	5:08	2.4
News	:50	3:48	4:03	1:45	1:12	——	6:05	5:33	11:38	5.4
Special Events	——	——	——	1:07	——	:30	——	1:37	1:37	0.7
Religion	——	——	——	——	——	——	——	——	——	—
Agriculture	——	——	——	——	——	——	——	——	——	—
Women's Interest	——	——	——	——	——	——	——	——	——	—
Children's Interest	6:45	10:00	5:15	13:00	10:00	——	22:00	23:00	45:00	20.9
Sports	:45	4:56	2:15	16:50	11:51	:54	14:51	22:40	37:31	17.4
Quiz & Aud. Part.	2:30	——	8:00	:30	2:30	——	13:00	:30	13:30	6.2
Novelty	——	——	——	1:30	——	——	——	1:30	1:30	0.7
Spot Announcements	2:51	3:41	——	——	——	——	2:51	3:41	6:32	3.0
Total	32:00	26:42	65:48	52:27	25:33	13:24	123:21	92:33	215:54	100%

Note: Program Classifications were devised for NBC's own use and are not in all cases similar to those required by the FCC in its various application and report forms.

* * *

DEAN of radio commentators, H. V. Kaltenborn (seated), turns music impressario as Oscar Levant studies the commentator's one finger technique. Mr. Kaltenborn, member of a *Who Said That?* panel on NBC TV, carried out a standing promise to Mr. Levant that he would play the piano. By impersonating President Truman playing "The Missouri Waltz," Mr. Kaltenborn repaid the compliment of the Chief Executive's now famous imitation of the news analyst's broadcasting technique.

WRGB (TV) TIE-IN

Feeds Cable to Outlet

WRGB (TV) Schenectady, which since 1947 has received network telecasts from New York over a special General Electric radio relay system, last week tied into the telephone company's coaxial cable system at Albany.

Affiliated with all four major television networks, the station will henceforth take all its network programs from the cable. Signals will be relayed by radio from Albany to Schenectady. The coaxial cable will also serve WHEN (TV) Syracuse and WKTV (TV) Utica.

WHEN (TV) Anniversary

WHEN (TV) Syracuse observed its first anniversary last Thursday by becoming linked to national television by AT&T microwave relay. The first interconnected telecast was seen at 5 p.m. when the *Ted Steele Show* was picked up from CBS in New York. AT&T and WHEN officials took part in ceremonies marking the double event.

KFI-TV Starts AM Shows

KFI-TV Los Angeles today (Dec. 5) started morning programming with addition of 15 hours weekly to its schedule. Station is now telecasting 9 a.m.-12 noon Monday through Friday in addition to regular 12 noon-6 p.m. schedule seven days a week. Audience participation programs make up the morning schedule.

CENSORSHIP

Pennsylvania Case Re-Opened

THE FIGHT over the Pennsylvania TV censorship issue is being re-opened. The Pennsylvania State Board of Censors appealed to the Third Circuit Court on Nov. 25 against a U. S. District Court decision that it could not censor films to be used by TV stations [BROADCASTING, Oct. 31].

Attorney General T. McKean Chidsey and H. F. Stambaugh, his special assistant in the case, filed the notice of appeal in behalf of the members of the Pennsylvania State Board of Censors, Edna R. Carroll, chairman; Beatrice Z. Miller and John C. Miller.

The five plaintiff stations in the case scored a clear-cut victory in the first judicial test when on Oct. 26 in Philadelphia Chief Judge William H. Kirkpatrick handed down a declaratory judgment invalidating the board's regulation issued last Jan. 24 providing for a censor's viewing of films designed for TV.

The request for this judgment had been filed by the following Pennsylvania corporations: Allen B. DuMont Labs, operating WDTV (TV) Pittsburgh; Philco Broadcasting Corp., operating WPTZ (TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster.

INS NEWSREELS

Signs Six Sponsors

INTERNATIONAL News Service, New York, has signed six new sponsors for its Telenews-INS Newsreels.

Stroh Brewing Co., Cleveland, sponsoring daily reel on WEWS (TV) Cleveland; West Virginia beer on WSAZ-TV Huntington; Duquesne Brewery, Pittsburgh, will sponsor effective Dec. 12 on WDTV (TV) Pittsburgh through Walker & Downing Agency, and Fort Schuyler beer starts daily sponsorship on WKTV (TV) Utica, N. Y. In Dallas, General Electric Supply Corp., local GE distributor, will sponsor 10-minute daily newsreel on KRLD-TV Dallas. *This Week in Sports* purchased by KFMB-TV San Diego, with Kettner Motors, local used car dealer, to assume sponsorship Dec. 4. Station has also signed El Cortez Pontiac, local dealer, for weekly newsreel review.

Gosch Resigns

RESIGNATION, due to the pressure of business, of Martin Gosch as president of Independent Television Producers Assn. (ITPA), was announced following a board meeting held in New York a fortnight ago. Mr. Gosch's resignation was reluctantly accepted by the board, which then unanimously elected Irvin Paul Sulds as president to fill out the unexpired term ending April 15, 1950. Mr. Gosch was subsequently prevailed upon to accept the office of ITPA treasurer.

AFTER their round-table discussion appearance on WTVJ (TV) Miami, Secretary of Commerce Charles Sawyer (r) and Sen. Spessard Holland (D-Fla.) (l), have an informal chat with Mitchell Wolfson, WTVJ (TV) co-owner. Secretary Sawyer told the group he believes: "Television is definitely here to stay."

KEY figures in reorganization of NBC's TV network, making it a self-contained unit, are (l to r) Frederic W. Wile Jr., production dir.; Carleton D. Smith, dir. operations; S. L. (Pat) Weaver Jr., v. p. in charge of TV; Norman Blackburn, Hollywood TV operations dir.; George H. Frey, dir. TV sales.

THESE beauties, winners of the weekly *Miss Tavern Pale of 1949* contest on WGN-TV Chicago, competed in the grand finals Thursday night (Thanksgiving). Those lucky men are (l to r) Leo Lederer, v. p., Atlantic Brewing Co., Myron Wallace, m.c., and Marvin H. Frank, executive v. p., W. B. Doner Agency, Chicago.

IT'S a reunion in Chicago for this quartet. Comparing notes are (l to r) Gene Rayburn of WNEW New York; Fran Allison, of NBC-TV's *Kukla, Fran & Ollie;* Mrs. Rayburn, and Burr Tillstrom, creator of *Kukla, Fran & Ollie.*

RCA ANTENAPLEX

New TV System Installed In 3 N. Y. Apartment Projects

INSTALLATION of RCA's new television Antenaplex systems in three New York apartment projects as an integral part of the buildings' engineering features was arranged last week at a meeting of the realtors and their architects with RCA executives and officials of the Commercial Radio Sound Corp.

Under contracts placed by the realtors, Commercial Radio Sound Corp., RCA sound products representative in New York, is supplying the multiple-antenna systems on the same basis as heating, plumbing and ventilating systems are installed. Tenants will have only to plug TV sets into an antenna outlet.

The three projects installing the system and the principals who signed for them are Schwab House, owned by the 11 Riverside Drive Corp., Julius Perlbinder, president; 40-44 Park Ave., owned by Pierpont Estates Inc., Samuel Rudin, president; 715 Park Ave., owned by 715 Park Ave. Corp., Francis J. Kleban, president. Schwab House, with approximately 700 apartment units, will have the largest TV mass viewing system ever installed, RCA stated.

Frank M. Folsom, RCA president, said at the meeting that the concerted action of the three apartment owners is believed to be the first in which realtors have joined to solve the TV reception problem for their tenants.

Mr. Folsom said in part:

RCA is gratified by this step toward solution of the TV reception problem of thousands of families and individuals in metropolitan areas who make their homes in apartments and hotels. The Antenaplex system is designed to remove this last barrier to enjoyment [of television] in all of the nation's rapidly expanding TV service areas.

W. W. Watts, vice president in charge of RCA Engineering Products Dept., explained that the RCA Antenaplex system consists of a rooftop group of antennas, one for each channel serving the area; a master signal amplifier to boost each channel's signal; and a network of coaxial cable carrying signals on all channels to outlets in the building.

"Each Antenaplex system," Mr. Watts explained, "is specially engineered to meet field conditions and other requirements peculiar to the site of the installation, and each separate antenna is individually tuned to a particular channel. Furthermore, each receiver is completely electrically isolated from all others in the system."

TELECRUISER

KBTV (TV) Buys $92,000 Unit

CUSTOM BUILT $92,000 remote truck, newly arrived at KBTV (TV) Dallas, will be put into immediate service, according to Tom Potter, station's owner. Called the "Golden Telecruiser" by KBTV, the truck, constructed especially for KBTV by Allen B. DuMont Labs Inc., New York, is a complete video studio on wheels and represents the most advanced vehicle for TV field operations, he said.

The Telecruiser will be used for telecasting sports, parades, special events, and other remote programs. The station's officials said it virtually duplicates actual studio operating conditions, including a camera control desk designed to allow operators to concentrate upon picture monitoring screens. Roof deck provides for camera tripods and a parabolic reflector for the microwave relay which will connect the mobile unit with KBTV's studio. All telecasting equipment within the truck is shock-mounted. Completely air-conditioned, the Telecruiser is 30 ft. long and 8 ft. wide.

FARM VIDEO

Workshop Held in Ohio

TELEVISION Workshop was held by the Ohio Extension Service fortnight ago, with officials of U. S. Dept. of Agriculture, radio farm directors and county demonstration agents attending a three-day meeting.

Program started with a visit to WBNS-TV Columbus studios and included a live 30-minute program, *Your Thanksgiving Holiday*, on WLWC (TV) Columbus. Seven sessions were held, dealing with such topics as visual aids, movie and still films, program production techniques and "package programs."

Heading the USDA contingent were Ken Gapen, assistant radio-TV information director, and Maynard Speece and Tom Noone, radio specialists. RFDs attending were: Louella Engle and Bob Miller, WRFD Worthington; Betty Brady and John Butler, WLW Cincinnati; Sam Steiger, WHIO Dayton; Bill Zipf, WBNS; Elton Tait, Pennsylvania State College, and members of the Ohio Extension Information Office and Ohio State U. teaching staff.

Ovaltine Sponsors

OVALTINE Inc., Chicago, will sponsor two quarter-hours, twice weekly, Tuesday and Thursday, of the *Howdy Doody* show on NBC-TV effective Jan. 3. Grant Adv., Chicago, is the agency. This contract makes seven quarter hours sponsored out of the ten quarter hours that the show is on the air, Monday through Friday, 5-5:30 p.m. Other advertisers are Mars Inc. and Unique Art Mfg. Co., both also serviced by Grant Adv.

ELLISON TO ARCHER

Named Sales Vice President

PAUL S. ELLISON, former chairman of the Assn. of National Advertisers, last week was named vice president in charge of sales of Archer Productions, New York, commercial film and television producer.

Mr. Ellison

He previously was executive vice president of Control Systems for Management, New York; director of advertising, public relations and sales promotion of Sylvania Electric Products Inc.; advertising manager of Brunswick-Balke-Collender Co., Chicago, and a former director of Advertising Council, Advertising Research Foundation and Audit Bureau of Circulations.

Interstate Enters TV

INTERSTATE BAKERIES, Los Angeles (Butternut Bread) enters TV for the first time Dec. 10 when it sponsors the hour-long *Hopalong Cassidy* feature film on five stations—WLAV-TV Grand Rapids; WDAF-TV Kansas City, Mo.; WENR-TV Chicago; WLWT (TV) Cincinnati and WOW-TV Omaha. Agency is R. J. Potts, Calkins & Holden, Kansas City, Mo.

Intercity Color Exhibit

INTERCITY microwave relay will be employed for color television demonstrations to American Medical Assn. meeting in Washington Dec. 6-9, with pickups from operating rooms of Johns Hopkins Hospital in Baltimore relayed via towers at Jessup and Cheverly, Md. One of a series of medical colorcasts sponsored by Smith, Klein & French, Philadelphia pharmaceutical house, it will be the first to go intercity, said SKF. CBS color TV system is to be used.

WORLD-WIDE VIDEO

Jolliffe Predicts Future

WORLD-WIDE television networks, self-powered, portable video sets, and remote observation via TV of dangerous industrial operations, were foreseen by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs., who last Tuesday addressed the commencement exercises of RCA Institutes.

Ceremony was held in NBC's studio in Radio City, and diplomas were awarded to 198 students, the Institutes' largest graduating class to date. Fields in which TV could operate as observer, Dr. Jolliffe pointed out, were those of explosive mixing, and mining, where TV "eyes" could substitute for dangerous exposure of men to the operations.

LEGISLATE BY TELEVISION

Wiley Urges Soloncast Plan in Defense Report

GOVERNMENT civil defense plans should make provision for members of Congress to legislate by television from key centers throughout the country, Sen. Alexander Wiley (R-Wis.) has advised President Truman.

In a 1,200 word statement urging all-out dispersal of government units, private industry and population groups, Sen. Wiley urged a three-point program: (1) Appointment of a Council of Decentralization to initiate dispersal of key military and other facilities; (2) authorization of funds to provide for decentralization; and (3) redoubling of efforts by agencies and officers on the city and state levels.

"Congress should consider legislation by television from 30 or 40 scattered points in the nation, where legislators grouped around TV sets could cast their votes," Sen. Wiley suggested. "It should consider the question of a mobile capital, if necessary, on railroad trains where legislators and key government officers could continue to direct the affairs of the nation."

Presumably 30 or 40 centers now enjoying or contemplating TV reception and equipped with transmitting equipment are envisaged under the Wiley plan. With respect to a "mobile capital," video already has been tested on the Baltimore & Ohio railroad and found potentially feasible, it was pointed out.

Sen. Wiley criticized defense officials who cite National Security Resources Board plans covering any emergency. Some of them have been disclosed by NSRB [BROADCASTING, Nov. 21]. He declared they were "useless because they weren't being applied in action" at the outset of World War II.

'CISCO' FILMS

Ziv Signs Krasne

JOHN SINN, president of Ziv Television Programs, New York, has signed Philip N. Krasne, Hollywood film producer, for production of 52 *Cisco Kid* video films yearly for the next ten years.

The films, to cost Ziv $15,000 each, will be shot in 16mm Kodachrome, in preparation for color video, and will be offered first to sponsors of *Cisco Kid* radio programs, rights to which are controlled by Frederic W. Ziv Co., Cincinnati.

WGN-TV
IS TOPS IN CHICAGO
TOPS
TOPS
TOPS
TOPS
TOPS
...IN TECHNICAL EQUIPMENT
WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.
...IN LOCAL PROGRAMMING
WGN-TV originates more local programming than any other Chicago station . . . has more local time sold . . . and also originates many programs each week—studio and remote — for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.
...IN SPORTS COVERAGE
Channel 9 in Chicago is the station to turn to for sports—no need to hunt . . . because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.
...for the TOP value
for your Chicago television dollar,
contact Chicago's
TOP television station
DUMONT
WGN-TV
CHANNEL 9 · CHICAGO

TOWERS ERECTED QUICKLY, SAFELY All Over The World

Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.
CHICAGO 2, ILL.

Telestatus

(Continued from Telecasting 6)

this is the way the Pulse ratings lined up:

CINCINNATI

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	51.0	43.5
Fireside Theatre	38.3	
Xavier-Kentucky Football	35.8	
Godfrey & His Friends	31.9	30.2
Cavalcade of Stars	29.0	31.4
Original Amateur Hour	26.0	
Stop The Music	25.0	27.0
TV Teen Club	24.5	28.2
Wrestling	24.0	25.5
Blind Date	22.4	
Wrestling	22.4	
Mr. Black	22.4	25.7
MULTI-WEEKLY SHOWS		
Captain Video	21.5	19.6
6 Gun Theatre	18.6	18.0
Kukla, Fran & Ollie	15.7	18.8
Coco The Clown	15.7	17.6
Howdy Doody	13.0	12.9
Mohawk Showroom	12.7	16.0
Film Serials	12.3	
Camel News Caravan	11.9	13.6
News & Sports (5:45)	11.5	11.1
Lucky Pup	10.8	11.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	39.6	28.3	13.2
October 1949	41.7	30.1	13.9
September 1949	43.9	29.8	16.2

CHICAGO

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	45.3	47.9
Godfrey & His Friends	44.3	38.5
Lone Ranger*	44.0	40.3
Godfrey's Talent Scouts	31.0	28.4
Fireside Theatre	30.7	26.4
Toast of the Town	29.8	26.9
Stop the Music	28.4	33.8
Ford Theatre	27.4	
Super Circus	26.7	
Kraft TV Theatre	26.2	25.2
MULTI-WEEKLY SHOWS		
Kukla, Fran & Ollie	18.0	20.5
Howdy Doody	16.3	18.6
Small Fry Club	16.0	15.9
Uncle Mistletoe	14.3	14.5
Lucky Pup	13.2	12.9
Film Serials	12.3	12.4
Mohawk Showroom	10.3	11.2
Wranglers Club	9.7	8.9
Curbstone Cut-Up	9.7	9.1
Trailblazers Theatre	9.3	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	34.5	24.1	12.5
October 1949	33.9	23.0	12.7

* Covers two broadcasts of same show.

LOS ANGELES

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
USC-Stanford Football*	32.5	31.7
Texaco Star Theatre	32.4	40.7
Ed Wynn Show	24.7	23.7
Toast of the Town	24.0	27.5
Fred Waring Show	22.2	
Godfrey & His Friends	20.7	
Studio One	20.4	
Wrestling-Hollywood Legion	19.7	
Hopalong Cassidy	19.6	
Wrestling	19.3	17.7

* USC-Washington in October.

MULTI-WEEKLY SHOWS		
Cowboy Thrills	12.5	10.5
Time for Beany	12.0	10.5
Telescout Club	11.3	10.0
Handy Hints	9.7	8.8
Kukla, Fran & Ollie	9.6	11.2
Mohawk Showroom	8.5	7.6
Cowboy Slim	8.1	7.4
Playtime	7.9	6.7
Newsreel, Weather (7:30)	7.6	7.2
Newsreel (7:45)	7.1	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	33.2	21.7	13.3
October 1949	31.2	19.9	13.0

NEW YORK

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	72.4	69.6
The Goldbergs	51.3	49.8
Godfrey's Talent Scouts	48.0	48.5
Studio One	42.9	35.1
Godfrey & His Friends	41.6	43.8
Toast of the Town	41.5	39.6
Suspense	36.8	
Fireside Theatre	32.8	
Stop the Music	31.5	
Silver Theatre	31.5	31.3
MULTI-WEEKLY SHOWS		
Howdy Doody	16.9	16.3
Captain Video	15.7	14.8
Small Fry Club	13.3	13.4
Lucky Pup	12.5	13.8
Kukla, Fran & Ollie	10.5	11.3
Camel News Caravan	10.5	10.8
Magic Cottage	8.9	
Bob Howard	8.6	10.4
Western Feature (7 pm)	8.3	10.7
Mohawk Showroom	8.2	8.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	37.0	27.8	9.9
October 1949	40.3	31.2	10.4
November 1948	34.2	24.1	11.5

PHILADELPHIA

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	59.7	57.7
Toast of the Town	54.8	51.7
Godfrey's Talent Scouts	52.7	44.7
Stop The Music	49.7	47.2
Godfrey & His Friends	46.3	45.7
The Goldbergs	40.0	
Penn vs Virginia Football	37.1	
Fireside Theatre	36.0	
Studio One	35.2	
Ford Theatre	34.8	
MULTI-WEEKLY SHOWS		
Howdy Doody	31.6	33.4
Frontier Playhouse	28.4	26.0
Camel News Caravan	12.9	10.9
Mohawk Showroom	12.3	10.5
Sonny Kendis Show	10.7	
Carol Calling	10.7	
Cinderella Weekend	10.4	12.3
On Chestnut Street	10.0	13.3
CBS-TV News	9.7	
Kukla, Fran & Ollie	9.3	

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	34.9	25.8	10.4
October 1949	35.5	26.5	10.0
November 1948	37.4	25.1	14.2

WASHINGTON

ONCE A WEEK SHOWS

	Program Average Rating Nov.	Oct.
Texaco Star Theatre	47.8	52.7
Toast of the Town	33.2	26.4
Godfrey & His Friends	32.2	34.8
Stop the Music	31.9	28.9
Fireside Theatre	29.7	30.0
Redskins-Steelers Football	27.5	
Philco TV Playhouse	27.3	24.3
Original Amateur Hour	26.4	
Ford Theatre	26.0	
Godfrey's Talent Scouts	26.0	27.0
MULTI-WEEKLY SHOWS		
Kukla, Fran & Ollie	20.0	18.0
Howdy Doody	15.9	12.2
Frontier Theatre	14.5	14.8
Camel News Caravan	12.5	10.9
Mohawk Showroom	11.9	13.2
Lucky Pup	8.4	8.7
Sports Reel	7.2	5.2
The Serial	6.3	
Telenews Daily	5.7	6.7
Sports (6:45)	5.6	5.2

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon - 12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
November 1949	33.4	22.1	13.1
October 1949	31.2	19.9	12.8

INSULIVE Corp. of America has placed on market new TV antenna designed to withstand long exposure on rooftops without reduction of performance, firm reports. Antenna sells for $13.50.

KSD-TV PROFIT

Averages $1,500 Weekly

KSD-TV St. Louis, *Post-Dispatch* television station, has been averaging $1,500 weekly profit since last September, David Pasternak, promotion director, said Wednesday in Chicago.

Addressing the Chicago Television Council, he disclosed that for the past nine weeks KSD-TV has been taking in an average of $8,000 weekly and paying out $6,500, including $1,100 depreciation on equipment, $540 rent to the *Post-Dispatch*, and salaries to 30 exclusively KSD-TV employes. Nineteen of the latter are technicians.

Mr. Pasternak pointed out, however, that no administrative expenses are being charged against the station, but anticipated they will be expense items after the first of the year.

KSD-TV has spent $350,000 for equipment and sustained $400,000 in operating losses since it took the air in February 1947, he added.

All of the station's promotion budget is going toward helping dealers sell more TV sets, he said, with the result that the St. Louis viewing area now has more than 80,000 installations. He told how KSD-TV stimulates interest in public televiewing in dealers' showrooms by sending bulletins to dealers of special events.

DAY PROGRAMMING

James' Show First on DuMont

DENNIS JAMES' WABD (TV) New York daytime show *Okay Mother* is to be the first daytime video show to go network, starting Dec. 12, acording to Tom Gallery, DuMont Network director of sales.

Program's sponsor, Sterling Products Inc., New York, through Dancer-Fitzgerald-Sample, New York, has signed a 52-week contract placing the show on four DuMont TV Network stations—WABD, WFIL-TV Philadelphia, WAAM (TV) Baltimore, and WTTG (TV) Washington. Show will be aired 1-1:30 p.m. Mon.-Fri.

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

KPHO-TV's antenna atop the Westward Ho Hotel.

* * *

KPHO-TV OPENS

Affiliated With 4 Networks

KPHO-TV Phoenix, Ariz., affiliated with the four TV networks—ABC, CBS, DuMont and NBC—was scheduled to go on the air yesterday (Dec. 4). The video outlet and its sister AM station, KPHO, moved last week into a new $200,000 building adjacent to the Westward Ho Hotel on First Ave.

Reports of good test signal reception have been received from Tucson and Wickenburg, both on a direct line of sight although 110 miles away and 1,600 feet higher than Phoenix. There are 3,000 sets in the Phoenix-Tucson area, according to KPHO-TV officials.

KPHO-AM-TV are owned by Phoenix Television Inc., of which Rex Schepp is president. Other officers are John Mills, owner of the Westward Ho Hotel, vice president, and J. N. Harber, Phoenix businessman, secretary-treasurer.

KPHO-TV operates on Channel 5, with 8.7 kw aural, 17.5 kw visual, and is DuMont equipped. Both stations are represented by Taylor-Borroff & Co.

DAYTIME SCHEDULE

WKY-TV Women's Shows

WKY-TV Oklahoma City has begun daytime programming of live shows, carrying telecasts every Thursday afternoon. Expanded program is directed primarily at women viewers.

Afternoon schedule, running an hour and 45 minutes, includes a sewing demonstration, a cooking instruction class and a magazine-type format show titled *The Girls* and featuring such topics as beauty aids, gardening, home decorations, table settings, fashions and party planning. A quarter-hour segment highlighting activities of Oklahoma's Parent-Teacher associations rounds out the Thursday women's features.

FILM ART FORUM

SDG Looks at Standards

SCREEN Directors Guild, which is trying to raise the standards of non-feature films, including those used for television, held its second public forum last Tuesday to a sell-out house in Museum of Modern Art, New York.

Five films were shown, and their directors, all members of the guild, were present to answer questions about shooting problems of their respective works. The films and directors: "One God," Nicholas Farkas; "A Bottle of Milk," Herbert Kerkow for U. S. Dept. of State; "A Time for Bach," by Paul Falkenberg for Bach Aria Group; "The Truth About Angela Jones," by Erwin Scharf for American Telephone and Telegraph Co., and "Toward Independence," by George L. George for U. S. Army.

CRADLING equipment, KDYL-TV Salt Lake City technical crew staffers, routed out of bed at 5 a.m., empty KDYL Television Playhouse as flames sweep through a paint shop next door. Firemen fought the blaze from the Playhouse roof. Only damage to KDYL from the estimated $140,000 blaze was confined to a small amount of smoke. Station was on the air that night as usual.

KF&O To Remain

NBC-TV's *Kukla, Fran & Ollie* will remain on the air throughout the winter months, despite recent plans of co-sponsors Sealtest Ice Cream and RCA Victor to take it off for an eight-week hiatus in January [CLOSED CIRCUIT, Nov. 21]. Change in plans came about after protest of Burr Tillstrom, creator of the half-hour, five-a-week puppet feature from Chicago. Sealtest asked for the precedent-setting move originally because of an expected seasonal drop-off in ice cream sales. It sponsors the Tuesday and Thursday segments, with RCA paying for Monday, Wednesday and Friday. The Wednesday slot, which is being released, is expected to be sold to a third sponsor soon. Sale negotiations are being handled in New York. Agencies are J. Walter Thompson for RCA and N. W. Ayers for Sealtest.

TELEVISION IN FLORIDA

WTVJ channel 4 MIAMI

Announces with Pleasure the appointment of

FREE & PETERS, INC.

AS OUR

NATIONAL REPRESENTATIVES

NOW!

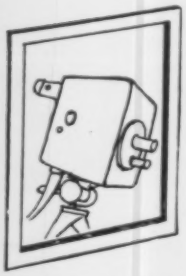
12,000 Television Sets in use in South Florida*

See The Free & Peters Man Today

WTVJ channel 4 MIAMI

17 N.W. 3rd St., Miami, Fla.

* Estimated from: NBC research and survey of dealers



Reel Takes

HANS AUGUST SPANUTH

TWENTY-FOUR YEAR OLD Hans Spanuth rocked the entertainment world in 1911 when he produced "Oliver Twist," America's first feature film. For more than three decades he worked to improve the cinema art, but in 1945 veered toward television.

H. A. Spanuth, head of Film Studios of Chicago, was not only the first member of Picture Pioneers Inc. to be intrigued by the new entertainment medium, he was the first to plunge into it. His *Woman Speaks*, a film digest of the activities and achievements of women everywhere, has been telecast for more than four years, and enjoys a wide reputation of having played on many TV stations from coast-to-coast.

In the days when it was a "disgrace" for a stage star to be identified with the "lowly screen medium," Mr. Spanuth persuaded Nat Goodwin, star of the Broadway company of "Oliver Twist," to "preserve his performance for posterity." Corraling the cast of the Dillingham production in New York's old Crystal Studios, Mr. Spanuth was one of the first film producers to shoot more than a thousand feet on one job.

"We just kept on shooting until the play was finished," he relates. "When the picture ran to 5,000 feet, the exhibitors turned it down. Who, they asked, would sit for over an hour looking at a picture?"

Young Spanuth showed them who would, by licensing a theatre and filling it to capacity night after night. Then, through a double-page advertisement in the *Motion Picture News*, a leading trade paper of the day, he offered state rights for "Oliver Twist." It was the first time state rights for a motion picture had ever been offered, and Mr. Spanuth cleared $93,000 within two months.

With part of this capital, he now was able to bid for the best talent of the day. He made a $50,000 "good faith" deposit with Charles Frohman's New York agent for the services of Maude Adams, John Drew, Nazimova, Billie Burke, and others. But since Mr. Frohman preferred to personally sign any contracts, and he was away on a visit to London, the young film producer was obliged to wait until his return. Mr. Frohman shortly started back to this country by boat, but never arrived. The ship he was on was sunk in the Atlantic. His death caused the deal to fall through, and Mr. Spanuth left New York for Chicago.

* * *

FOR a brief time he was manager of General Film Co. in Chicago, but soon went on his own again to make "Spanuth's Original Vod-A-Vil Movies." Originally produced on 35mm so that small theatres unable to afford live acts could supply public demand for this form of entertainment, the library of some 500 of vaudeville's heydey performers now is being prepared for re-issue on 16mm for television. Burton Holmes Laboratory, Chicago, which made the original prints for Mr. Spanuth, is helping remake them now. A negative cutter named Hattie Gehrite, who worked on the films 30 years ago, is assisting with the work today.

Shortly after he had finished production on his "Vod-A-Vil Movies," Mr. Spanuth became associated with Bell & Howell and organized its Filmosound library, one of the first 16mm rental libraries. He remained with B&H nearly 10 years, leaving to join Bertram Willoughby's Ideal Pictures. After 8½ years with this firm, he organized, with G. L. Reason, Film Studios of Chicago, with headquarters in Chicago's Field Bldg.

Mr. SPANUTH

In addition to his accomplishments in film production, he has had wide experience in the theatre exhibition field and in film distribution. He has owned and operated Chicago's Ziegfeld, Peerless, Rosewood, Ravenswood, and Morse Street theatres, for a time had his own film exchange, organized the Celebrated Players Film Exchange, and was manager of the Jones, Linick and Schaefer Central Film Exchange.

* * *

BORN in Hamburg, Hans August Spanuth was named for his father, August Spanuth, German music critic and close friend of Kaiser Wilhelm. He recalled the story that when attending concerts, the Kaiser would watch for his father to applaud, then follow suit. Young Hans was brought to this country at the age of six months when his father became editor of the *New York Staatszietung*. As a young man, he attended Columbia U.

Mr. Spanuth doubts that "the vast motion picture industry, with all its invested capital, will permit a new entertainment like television to put it out of business."

"I predict that in the not too distant future the major picture producers will present special television features," he says. "You will see first run special TV features, other than those shown in regular theatres, but equally as good if not better because of the close-up feature of television production."

He notes that the major picture companies already are making big investments in television, and anticipates they will build live television shows "just as they own Broadway plays today."

Mr. Spanuth believes that the picture producers are waiting until their theatre business drops off to such an extent that when they do decide to go all-out for TV, it won't matter what the theatre owner thinks. Their losses, he says, will be overcome by receipts from individual "box-office coin boxes," installed in millions of TV homes through arrangement with the telephone company.

PA. RESTAURANTS

Seek To Void TV Fee

BY MUTUAL agreement between the Philadelphia Retail Liquor Dealers Assn. and the Pennsylvania Liquor Control Board it was decided to by-pass the Superior Court and go directly to the Pennsylvania Supreme Court (Nov. 21) with the appeal by Philadelphia taproom and restaurant owners that a $120 amusement fee per year imposed between 1946 and 1948 on establishments showing TV programs should be declared void. The PRLDA is making the fight for the tavern operators.

The case history goes back to 1947 when the Liquor Control Board ordered tavern owners showing TV to pay an amusement fee (in Philadelphia, one-fifth of the license fee of $600) on the grounds that TV constituted motion pictures.

TV TEAMS

To Produce, Direct Shows

NEW association, called TV Teams, has been organized to produce and direct programs in local video stations. According to Jay Russell, vice president, the New York firm is unique in that it can supply an entire programming schedule for any station with a qualified, experienced team of production personnel.

The firm also will handle public station relations and time sales, Mr. Russell said. As "trouble-shooters" they are "able to put any station on the air, program and production-wise." Other officers of TV Teams, located at 316 West 79th St., are Norman H. Bonter, president, and Robert Gale, secretary.

NBC Changes

IN THE NBC reorganization, James Nelson, advertising and promotion director, is to become chief of that department in the TV unit, while Roy C. Porteous, NBC advertising and promotion department manager, is slated to join the newly-organized TV set-up under George H. Frey, director of TV sales [BROADCASTING, Nov. 28]. An error in the captioning of photographs which accompanied the publication of this story inadvertently switched the identification of Mr. Porteous and Mr. Nelson.

Mr. Nelson

Mr. Porteous

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations
OFFERS
200 SILENT AESOP FABLE CARTOONS
13 SOUND CARTOONS
3 OUTSTANDING SERIALS
10 FRANKIE DARRO ACTION PICTURES
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For further information and complete list, write to
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Film and Television, Inc.
723 Seventh Avenue, New York 19, N.Y.

Film Report

EUGEN SHARIN, president of **Ambassador Films Inc.**, 118 W. 57th St., New York, producer of musical short-subjects, en route to Europe to film full-length children's feature for TV based on Humperdinck opera, "Hansel and Gretel" . . . **Rex Cox**, former animator and story editor, has joined creative staff of **Sarra Inc.**, television film production firm with studios in Chicago, New York and Hollywood. Mr. Cox had been with Walt Disney Productions for 15 years, and also headed his own educational and commercial film production service for two years.

Mr. Cox

Amurol Products Co., Chicago using series of three one-minute spots to advertise its ammoniated dentifrice. Spots produced by **Sarra Inc.**, Chicago, through **Jones Frankel** agency, same city . . . through **Smith, Benson & McClure**, Chicago, **Sarra** is to produce 12 30-second stop motion film spots for **Frank Fehr Brewing Co.**, Louisville, Ky. Commercials to be telecast in sponsored shows and as station breaks on WHAS-TV Louisville and WFBM-TV Indianapolis.

Kasper-Gordon Inc., 140 Boylston St., Boston, now releasing "name" star TV series on film, on open-end syndicated basis. National or regional advertisers may obtain exclusive rights in selected markets. Titled *Theatre Time*, each story is written especially for star appearing on that program. First two in series now being screened for TV are Luise Rainer in original by Alfred Bester, "The Lost Child," and Chester Morris in original by Carl Bixby, "Garcy's Girl".

* * *

Princeton Film Center, Princeton, N. J., is on location at Philadelphia Naval shipyard doing film entitled "You, Too, Are the Navy" highlighting activities of civilian employes in Naval establishments.

United Productions of America, Burbank, Calif., has opened New York offices with temporary quarters at 208 E. 72nd St. **Ed Gershmann**, vice president and business manager heads office. . . . **Tressel Television Productions**, Chicago, has sold its **Projectall** (time-weather-news device) to KNBH (TV) Hollywood and WOAI-TV San Antonio. Columbia U. School of Journalism, New York, also has obtained loan of instrument for use and demonstration in television instruction classes. **TEEVEE Productions**, Hollywood, has acquired TV rights to L. Frank Baum OZ series, Crime Club books and Treasury Dept. material contained in T-Men series. Sample audition films of each series underway.

Filmack Trailer Corp., Chicago, has completed series of three commercials for **Sterling Brewers**, Evansville, Ind. Agency: **Ruthrauff & Ryan**, Chicago. Same firm doing one-minute spot for **Balabans Floor Coverings**, Chicago, and editing and titling three one-minute commercials for **Community Motors** of Chicago, advertising 1950 Pontiac. . . . **Transfilm Inc.**, New York film production firm, has created new film counselling and research department, headed by **Thomas Baird**, former regional director of British Information Services and previously chief of its film division.

American Releasing Corp., Los Angeles, signed to distribute series of 52 half-hour western video films to be produced by **Bachman-Striker**, Los Angeles. Series starring Hoot Gibson to start immediately with production at rate of one a week, distribution to start in February. . . . **J. Robert Rastatter** formerly assistant director of public relations for Hawaiian Pineapple Co., Honolulu joins staff of **Jerry Fairbanks Productions**, Hollywood, as scenario department head.

RESULTASCOPE

WTVJ (TV) Has Race Device

TELECASTING of race results via the new Resultascope last Thursday gave another "first" to WTVJ (TV) Miami, Florida's first television station, General Manager Lee Ruwitch announced.

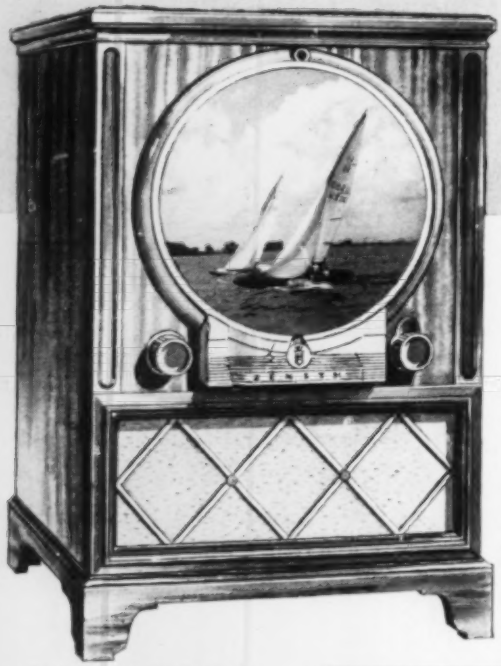
A new invention created by Max J. Weisfeldt, vice president of the Charles Anthony Gross Advertising Agency of Miami, the Resultascope adapts racing results for television programming by picturization of the race being reported on special gauge motion picture film. The winning horses are flashed passing a picture of the grandstand of the park in which they are racing. The pictured horses are equipped with the numbers of the actual winners. Prices paid are shown on a close-up of a tote board. Including the commercial at the beginning and end, each result takes approximately one minute.

The Blatz Brewing Co. of Milwaukee has arranged to sponsor over WTVJ the entire results of the current racing season at Tropical, Hialeah and Gulfstream Parks, and is the first commercial sponsor to use the Resultascope. Mr. Weisfeldt and Charles Gross, president of the advertising agency, have formed the Resultascope Co. in Miami for distribution of the device to television stations.

VERSATILE
...complete
The finest in engineered lighting equipment, newly developed by Mole-Richardson to give the maximum in modern, flexible illumination. A product no television, commercial or motion picture studio can afford to be without.
Ask your dealer or write us about this result of over twenty years of illuminating achievement.
THE EMBLEM
A BLUE MONOGRAM PRODUCT
OF ACHIEVEMENT
MOLE-RICHARDSON CO.
937 NORTH SYCAMORE AVENUE
HOLLYWOOD 38, CALIFORNIA

TELEVISION'S requirements for quiet, mobile illumination has been foremost in the minds of Mole-Richardson engineers since the industry's conception. Already the winner of repeated awards from the Academy of Motion Picture Arts and Sciences for outstanding studio lighting, Mole-Richardson now presents to the television industry their Blue Comet Boom Light. Developed to give complete, stable light coverage in any direction this new boom light promises to be the answer to your lighting problem.

You have waited a lifetime for television
Why not wait a few weeks more and get the best...



ZENITH

REG. U.S. PAT. OFF.

THE ROYALTY OF TELEVISION

WHILE many other makes are readily available, there just aren't enough Zenith television receivers to satisfy the demand for immediate delivery. It has come to our attention that because of this, some customers have tried to get immediate delivery of a Zenith by offering to pay over the market price.

In your own interest—do not do this. It creates a *BLACK MARKET* that is not only vicious but unnecessary. Zenith production of television receivers is at an all-time high—*and is increasing daily.* Your dealer may be able to deliver a Zenith now. If not, he will take your order for the exact model of your choice and give you a priority certificate.

Please remember that—for your protection—Zenith will never sacrifice quality for quantity.

Zenith "Lexington" TV Console with 165 sq. in Giant Circle Screen. **$399.95**
plus Federal excise tax

Zenith "Classic" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. **$599.95**
plus Federal excise tax

Zenith "Saratoga" TV Console with 105 sq. in. Giant Circle Screen. **$289.95**
plus Federal excise tax

Zenith "Claridge" Table Television with 105 sq. in. Giant Circle Screen. **$249.95**
plus Federal excise tax

Zenith "Graemere" TV Console with full-length doors, 105 sq. in. Giant Circle Screen. **$329.95**
plus Federal excise tax

Remember

Only Zenith* Television Gives You All These

1 **Built-in provision for the new ultra-high frequencies,** about to be introduced by the Federal Communications Commission. With a Zenith, you will not need to buy a new set to receive the coming ultra-highs on present standards, nor will you have to use an external converter.

2 **The "Black Magic" Glare-Ban Blaxide picture tube** which lets you view television as doctors recommend. You enjoy pictures of startling life-like detail, free from annoying glare or blur, even in broad daylight or fully lighted rooms!

3 **Built-in "Picturemagnet" aerial**—in many locations—without outside antenna—just plug in and get pictures that come in beautifully clear, and *stay* that way!

4 **One-knob simplified automatic tuning**—with the Zenith Turret Tuner. All seven necessary adjustments are made automatically—does away with knob fiddling and fussing even when you switch from station to station!

5 **Amazing lifetime chassis**—built by the most modern precision methods, it sets a new standard of excellence in workmanship and dependable performance. The chassis that *anticipates* the significant developments in television to keep Zenith always ahead!

6 **Giant Circle Screen with picture control**—gives you the *LARGEST* possible picture in relation to tube size, with a *CHOICE* of circular or rectangular shape pictures!

7 **"Gated" automatic gain control**—shuts out interference, maintains uniform picture quality and audio volume automatically.

8 **Genuine Zenith-Armstrong FM sound**—coupled with Zenith-built Alnico speaker, provides greater sensitivity, far greater rejection of interference noises, superior tone quality.

*®

Zenith "Waldorf" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. **$449.95**
plus Federal excise tax

Zenith "Sheraton" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. **$625.00**
plus Federal excise tax

Zenith "Warwick" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. **$429.95**
plus Federal excise tax

Zenith "Riviera" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. **$449.95**
plus Federal excise tax

Zenith "Biltmore" TV Console with 105 sq. in. Giant Circle Screen. **$309.95**
plus Federal excise tax

Zenith "Regent" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. **$489.95**
plus Federal excise tax

ZENITH RADIO CORPORATION • 6001 WEST DICKENS, CHICAGO, ILLINOIS

Programs

BELIEVING that sign-off should receive same program attention given rest of broadcast schedule, KXOA Sacramento, Calif., recently changed from traditional "Star Spangled Banner" to use of different hymn each evening. Hymns used are choral, primarily those of Phil Spitalny All-Girls Choir. All are well-known songs. Station portion of sign-off precedes hymn, FCC-required portion follows. Change has been so favorably received that station reports fan mail concerning it.

Unique Quiz

"WORLD'S toughest quiz show" is caption applied to portion of *Brunch*, noontime show on KDKA Pittsburgh. Writer-M.C. Ed King has question sealed in an envelope and he is only one who knows what question is. Each day he asks his studio and listening audience if they can tell him the answer. Even station executives and employes are eligible to answer question if they can. Telephone, letter and telegram responses to stunt have been received, station reports.

Santa Claus Parade

BUFFALO, N. Y., parade honoring Santa Claus was given full coverage by WKBW that city, recently. Tape recording booth was set up in store behind reviewing stand, and descriptions of parade as it passed were taped. Seven-foot replica of WKBW microphone was placed in convertible which skirted parade and returned to recording booth several times with commentary on happenings along the line of march. Mike Mearian, station disc jockey, handled commentary from booth while Roger Baker, news commentator, reported from car.

Santa on Shortwave

FIVE-a-week pre-Christmas telecast over WLWD (TV) Dayton, Ohio, is titled *Calling Santa Claus*—and that's just what happens. Children visiting station for program chat with Santa via shortwave and at the same time, see him in his workroom via television. At-home viewers also see children calling Santa. Children must have tickets and be accompanied by adult in order to gain admission to show.

'King's Court'

IN SETTING of court room of king's palace, quizmaster-king, outfitted in royal garb and assisted by staff of pages and courtiers, conducts *King's Court* on WATV (TV) Newark, N. J. Quiz show also features novel idea in TV promotion whereby participating sponsors receive mention of their products in Kings Super Market newspaper ads, handbills and store displays. Show is designed to merchandise and sell food items stocked by 20 Kings Markets throughout North Jersey, and is directed and produced by George Green with settings by Tom Naegele and Zal Venet.

Bridge Opening Aired

DEDICATION of new million-dollar viaduct in Massillon, Ohio, was reported by Al Frances, news and special events director of WHBC Canton. An hour was spent describing festivities in which 95-year-old Jacob C. Coxey, who led famous "Coxey's Army" march on Washington, participated as Massillon's "elder citizen." Broadcast was sponsored by Reliance Div. of Eaton Mfg. Co., Massillon. Ten thousand persons witnessed opening, station reports.

Telecast of Shrine Events

ONE-HOUR telecast of non-secret rites of Fall Ceremonial Ancient and Accepted Nobles of Mystic Shrine was made by KDYL-TV Salt Lake City. Special permission was granted station to set up its cameras in El Kahlah Temple in Salt Lake City. Included in program was concert by Shrine Band, selections by choral group of Shrine and marching evolutions of Shrine patrol. Film showing activities of Intermountan Shriners Crippled Childrens' hospital concluded show which won high praise from Shriners, Masonic officials and public, station reports.

Full Football Schedule

NEAR end of season, KPQ Wenatchee, Wash., carried four football games in one day and picked up fifth contest which was fed across state to KVOS Bellingham, KPQ's sister station. Notre Dame-Michigan State contest led off list at 10:45 a.m., followed by two local high school tiffs, and junior college contests.

TV Cartoons

SERIES of television broadcasts featuring Francis Dahl, nationally-known cartoonist, and sponsored by Boston & Maine Railroad, has been started on WBZ-TV Boston. During weekly Wednesday night series, Mr. Dahl cartoons people and events on railroad, as he sees them. New TV show is known as *Cartoons by Dahl.*

Anniversary Celebrated

SIXTIETH anniversary of Washington Board of Trade was honored last week in two broadcasts carried by WMAL Washington. First was hour-long program in which Board of Trade members and their families were feted, and play depicting aid given business men by Board of Trade was aired. Second show was made up of series of vignettes depicting civic good accomplished by board. It was carried on ABC through *This Is Our Town* series, jointly sponsored by network and U. S. Chamber of Commerce.

School Talent

SCHOOLS of East Hampton (L. I.) Township were visited Thursday (Dec. 1) by Tony Allen, disc jockey on WERI Westerly, R. I. Climax of all-day visiting was special dinner for Mr. Allen and eight talented teenagers who with Mr. Allen, were flown to East Hampton to put on ad lib show in East Hampton High School auditorium. Show was recorded for rebroadcast from Rhode Island this week. Visit was sponsored by East Hampton Chamber of Commerce and East Hampton Lions Club.

Police Featured

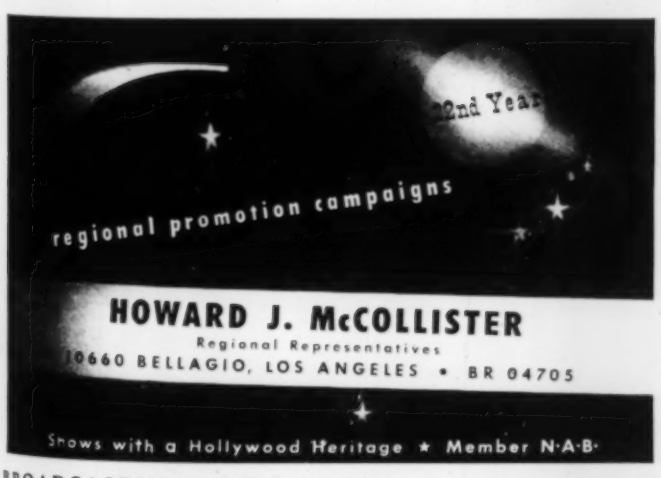
IN EFFORT to bring people of Richmond, Va., up to date on work of large police department, WTVR (TV) that city currently is presenting weekly show, *Calling All Citizens.* Show takes up work of separate parts of the organization each week, introducing men in charge who briefly explain problems and how they are handled in individual cases. Films showing what prospective "rookie" goes through in training will be shown.

TV Students

DRAMA department of U. of Texas, Austin, has been supplied with recordings of weekly series, *Television and You,* for classroom use by WOAI-TV San Antonio. Program deals with history of TV, its impact on national industry and national background, ways of insuring good reception, TV standards, types of sets and programming to be expected on WOAI-TV. Series began over WOAI-TV Sept. 11, and continues each Sunday until regular programming begins Dec. 11.

Cole-Moran Trade

FORERUNNER of upcoming television show from New York on behalf of National Sclerosis Society was recent trade between Grady Cole, commentator of WBT Charlotte, N. C., and noted press agent Jim Moran. Mr. Moran received a 500-pound bale of North Carolina-grown cotton in exchange for one of Senator Clyde R. Hoey's neckties during Mr. Moran's recent visit to Charlotte on behalf of NSS campaign.


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Latest Record Hits
on
new "DJ" couplings
from RCA VICTOR*

FREDDY Martin
The Blossoms on the Bough
Timbales
DJ-809

TONY Martin
Bye Bye Baby
Marta
DJ-810

THE Three Suns with
ROSALIE Allen and ELTON Britt
The Game of Broken Hearts
Beyond the Sunset
DJ-811

COUNT Basie
Blee Blop Blues
St. Louis Baby
DJ-812

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

NOVEMBER 25 TO DECEMBER 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 25 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Chanute Bcstg. Co., Chanute, Kan.—CP new AM station 1460 kc 250 w D AMENDED to change name of applicant to Harley E. Walker, Phil Crenshaw, George A. Rountree and James T. Jackson d/b as Chanute Bcstg. Co., change power to 1 kw.

License Renewal

License renewal applications were filed by following AM stations: WJOI Florence, Ala.; KIBH Seward, Alaska; KBRS Springdale, Ark.; WEXL Royal Oak, Mich.; KWOC Poplar Bluff, Mo.; WSTV Steubenville, Ohio; WBAC Cleveland, Tenn.

License for CP

WNBF-TV Binghamton, N. Y.—License to cover CP new TV station.

WGKV-FM Charleston, W. Va.—License to cover CP new FM station.

WIKB Iron River, Mich.—License to cover CP new AM station.

Modification of CP

WWJ-TV Detroit—Mod. CP new TV station for extension of completion date to 3-15-50.

WATV Newark, N. J.—Same to 7-9-50.

WXEL Parma, Ohio—Same to 8-4-50.

KRMG Tulsa, Okla.—Mod. CP new AM station for extension of completion date.

KGDM-FM Stockton, Calif.—Mod. CP new FM station for extension of completion date.

WMVA-FM Martinsville, Va.—Same.

KWKH-FM Shreveport, La.—Mod. CP new FM station to change ERP to 13.5 kw, ant. height to 393 ft. above average terrain.

WBEY (FM) Bay Shore, N. Y.—Mod. CP new FM station to change ERP to 750 w, ant. height to 103 ft. above average terrain.

November 28 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Set

Oral argument scheduled on following cases on dates cited: KOOS Coos Bay, Ore., and KIDO Boise, Ida., initial decision, Dec. 20; Savannah Bcstg. Co., Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla., initial decision, Dec. 20; WHOM Jersey City, initial decision, Dec. 20; Metropolitan Bcstg. Co., Alamo Heights, Tex., and St. Mary's U. Bcstg. Corp., San Antonio, initial decision, Dec. 20; The Connecticut Electronics Corp., Bridgeport, Conn., et al, Jan. 6; WIBS Santurce, P. R., initial decision, Jan. 6; WRTV New Orleans, Jan. 6; Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa., Jan. 6; WMEX Boston, initial decision, Jan 9; Huntington Bcstg. Co., Huntington Park, Calif., San Gabriel Valley Bcstg. Co., Monrovia, Calif., and Coast Radio Bcstg. Corp., Los Angeles, proposed decision, Jan. 9; UAW-CIO Bcstg. Corp., Detroit, and WCAR Detroit, proposed decision, Jan. 9.

Modification of CP

WWSW Pittsburgh—Granted mod. CP change DA. Also denied informal request for authority to continue operation of WWSW on 1490 kc 250 w unl. for 48 hours after WWSW has commenced program tests on its new frequency of 970 kc.

November 28 Applications . . .

ACCEPTED FOR FILING

SSA—730 kc

WPIK Alexandria, Va.—SSA to operate on 730 kc with 1 kw D and 250 w N for period ending Nov. 1 AMENDED to extend expiration date to Nov. 1, 1950.

License Renewal

WSOY Decatur, Ill.—License renewal.

WHHM Memphis, Tenn.—Same.

WTMJ-TV Milwaukee—Same.

Modification of CP

KFI-TV Los Angeles—Mod. CP new TV station for extension of completion date to 6-30-50.

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WJEF-FM Grand Rapids, Mich.—Same.

WSLB-FM Ogdensburg, N. Y.—Same.

WBEN-FM Buffalo, N. Y.—Mod. CP new FM station change ERP to 104 kw, ant. height to 1,338 ft. above average terrain, change trans. site.

November 29 Decisions . . .

BY THE SECRETARY

KFDA - AM - FM Amarillo, Tex.—Granted request for voluntary relinquishment of negative control of licensee corporation; outstanding capital stock is owned 50% each by J. Lindsay Nunn (father) and Gilmore N. Nunn (son). J. Lindsay Nunn proposes to transfer 12% to his son as gift, and outstanding capital stock will then be owned 38% by transferor and 62% by transferee.

WCAU-AM-FM-TV Philadelphia—Granted voluntary transfer of control of WCAU Inc., licensee corporation, through transfer of all common voting stock from Courier-Post Co. to Bulletin Co. No monetary consideration.

WFHR-AM-FM Wisconsin Rapids, Wis.—Granted involuntary transfer of control of William F. Huffman Inc., licensee corporation, through transfer of 93.8% of common stock from William F. Huffman Sr., deceased, to Louise Huffman, executrix of estate.

Home News Pub. Co., New Brunswick, N. J.—Granted license to cover CP new exp. TV station KE2XEL.

WASA Havre de Grace, Md.—Granted license covering change in frequency and increase in power 1330 kc 1 kw D.

WLBH Mattoon, Ill.—Granted license covering mounting of FM ant. on side of AM tower.

KCNI Broken Bow, Neb.—Granted license new standard station 1490 kc 250 w unl.

WGNB Chicago—Granted license covering changes in existing FM station; Chan. 254 (98.7 mc), 35 kw, 530 ft.

WFMH Cullman, Ala.—Granted license new FM station Chan. 265 (100.9 mc), 360 w, 160 ft.

WLBC Muncie, Ind.—Granted CP install new trans.

KFUO Clayton, Mo.—Granted CP change trans. location.

KFRU Columbia, Mo.—Granted CP install new trans. and vertical ant. and change trans. and studio locations.

WRFS-FM Alexander City, Ala.—Granted mod. CP change studio location.

WCOJ Coatesville, Pa.—Granted mod. CP change type trans. and move trans. 173 ft.

KENE Belen, N. M.—Granted authority to move main studio and waiver of Sec. 3.30(a) for period of 30 days from date of grant, pending filing and action on application for mod. CP.

Following were granted mod. CPs for extension of completion dates as shown: WCON-TV Atlanta, Ga., to 2-15-50; WSAY Rochester, N. Y., to 6-15-50; KRMG Tulsa, Okla., to 6-1-50; WWSW Pittsburgh, to 3-15-50; WMRI Marion, Ind., to 1-1-50; KRON-FM San Francisco, to 3-3-50; WKNE-FM Keene, N. H., to 5-15-50; WTOC-FM Savannah, Ga., to 6-18-50; KTUL-FM Tulsa, Okla., to 5-28-50.

KFBK Sacramento, Calif.—Granted license install aux. trans.

KSTT Davenport, Iowa—Granted voluntary acquisition of control of Davenport Bcstg. Co. Inc., licensee corporation, by sale of 12½ sh or 2½% outstanding common voting stock to Hugh R. Norman for $1,078. Norman presently owns 243¾ sh or 48¾% of common stock and acquisition of 25 sh will increase his holding to 268¾ sh or 51¼%.

KTRM Beaumont, Tex.—Granted mod. CP change type trans.

WFBM-TV Indianapolis—Granted mod. CP for equipment changes.

WLWC Cincinnati—Granted mod. CP for extension of completion date to 6-16-50.

WPRA Mayaguez, P. R.—Granted mod. CP for extension of completion date to 1-19-50.

WIPR Santurce, P. R.—Granted voluntary assignment of license from Puerto Rico Communications Authority to Dept. of Education of Puerto Rico.

WNOR Norfolk, Va.—Granted CP install aux. trans. at present location of main trans. to be operated on 1230 kc 250 w.

Shamrock Bcstg. Co., Area Houston, Tex.—Granted CP new remote pickup KA-4922.

Bamberger Bcstg. Serv. Inc., North Bergen, N. J., and New York—Granted CPs licenses for new remote pickups KEA-782, KA-4924-5.

Donald Lewis Hathaway, Casper, Wyo.—Granted CPs new remote pickups KA-743 KA-4926 KA-4923.

KCLX Colfax, Wash.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WGAD Gadsden, Ala.—Granted mod. CP change type trans.

WATM Atmore, Ala.—Granted mod. CP for approval of ant. and trans. locations and specify studio location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KIVY Crockett, Tex., to 2-19-50; WBGE Atlanta, Ga., to 4-1-50; WCAR-FM Pontiac, Mich., to 6-1-50; WLAG-FM LaGrange, Ga., to 5-30-50.

WOV New York—Granted extension of time from Nov. 21 to Dec. 21 to carry out transfer of control from N. J. Leigh to Richard E. O'Dea.

ACTION ON MOTIONS

(By Comr. Walker)

WEMB San Juan, P. R.—Granted petition requesting dismissal of application for mod. CP.

WGBF Evansville, Ind.—Dismissed as moot petition filed on Aug. 11 requesting severance and grant of application; petitioner filed new petition on 10-17-49 thereby rendering petition of 8-11-49 moot.

James D. Sinyard, Moundsville, W. Va.—Granted petition insofar as it requests leave to amend application to specify 1470 kc 1 kw D in lieu 990 kc 250 w D; dismissed petition insofar as it requests immediate reconsideration and grant of application; application as amended removed from hearing docket.

WTOD Toledo, Ohio—Granted petition to accept late its appearance in hearing on application of Sandusky Newspapers Inc., Sandusky, Ohio.

Moberly Bcstg. Co., Moberly, Mo.—Granted petition for leave to amend application to specify 1220 kc in lieu 1230 kc, and to change time of operation from unl. to D, and for removal of application, as amended, from hearing docket; amendment accepted and application, as amended, removed from hearing docket.

John J. Dempsey—On Commission's own motion, ordered hearing on petition of Dempsey re KOB, now scheduled 11-28-49, continued to 2-28-50, at Albuquerque, N. M.

(By Examiner Elizabeth C. Smith)

FCC General Counsel—Ordered that hearing on applications of KWKW Pasadena, Calif. et al. now scheduled 12-1-49, be continued to 1-16-50 at Washington.

KVLH Bcstg.Co., Pauls Valley, Okla.—Granted petition for continuance of hearing scheduled to be held at Washington Nov. 28; hearing continued to 2-3-50.

WTOB Winston-Salem, N. C.—Granted petition for continuance of consolidated hearing presently scheduled 12-5-49, at Washington on application of WTOB and that of WPAQ Mount Airy, N. C. Hearing continued to 2-6-50 at Washington.

(Continued on page 75)

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Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Salesman

Experienced salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 280D, BROADCASTING.

Are you a salesman who knows you're ready for salesmanager? Maybe this is it. 1 kilowatt midwest station with terrific potential. Ready to hire now. Send details. Box 373D, BROADCASTING.

Central Michigan 24 hour station has opening for aggressive experienced salesman with proven record. Job open immediately. Box 390D, BROADCASTING.

Experienced radio salesman lovely sunny valley in heart of Rockies. 20 percent commission. KVRH, Salida, Colo.

Aggressive salesman to sell telephone promotions on leading stations in southwest. Top commissions—opportunities unlimited. Write George R. Turpin, Box 802, Fort Worth, Texas.

Announcers

Have immediate opening for announcer who plays piano and Hammond organ. Send audition disc of announcing and playing. Box 371D, BROADCASTING.

Good opportunity for versatile announcer who has special ability in newscasting. Audition disc, photograph requested immediately. Box 372D, BROADCASTING.

First phone announcer for immediate permanent employment. $60.00 weekly starting. Send history, disc. KCHA, Charles City, Iowa.

Combination men, Birmingham, Alabama network affiliate. Licensed first class operators for transmitter control and announce. Start $65.00 per week, automatic $5.00 per week raise each six months and three years. Wire or phone WTNB, Birmingham, Ala.

Technical

Looking for young engineer-announcer. Must have first class license. Need not have trained voice. Must have quality. New 250 watt Mutual in central Virginia. Send complete photograph, autobiography, tape recording or transcription of voice. Box 347D, BROADCASTING.

Experienced licensed combination man with emphasis on good board operation. Some announcing. State minimum starting salary needed. KISD, Sioux Falls, S. D.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Station manager-commercial manager. Presently managing a small market station. Young, 39, conscientious, stable, family man. No armchair executive, but a person who has come up through the ranks and knows by first-hand experience all phases of station operation. Available January 1st. Box 200D, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 289D, BROADCASTING.

Situations Wanted (Cont'd)

Manager, young, aggressive, strong on sales. Record of successful management. College graduate. Box 296D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

Trouble shooters work in pairs. This manager-program director pair has raised station income 200% in tough market with ideas, sales, programming. Economy and common sense have paid off in reduced operating expenses. Lets talk business. Box 353D, BROADCASTING.

Manager—Presently employed, age 38, family man, 16 years experience, successful management record, excellent references, good national contacts. Box 361D, BROADCASTING.

Manager or commercial manager, I have been a successful salesman, commercial manager and manager in both small and metropolitan markets for independent and network stations. Married, middle aged and reliable. Interested only in well established station. Available January 1 top references. Box 374D, BROADCASTING.

Commercial manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

Can you use this combination of experience? All phases radio and television sales plus merchandising, publicity, advertising and sales administration. Young, aggressive, married. Would like association with live network affiliate with television plans. Box 380D, BROADCASTING.

Seven years as manager-salesmanager plus six years as announcer-programming, fits me admirably to make money for good station. Write, wire, Box 505, Lexington, N. C.

Sales manager, who in past 17 years has personally sold millions of dollars in local time at WAVE, Louisville, seeks job as commercial manager of substantial southern station or as manager of smaller outlet. 45 years old. Married, two children. Florida or Gulf Coast preferred. Complete references available either direct or from WAVE. Correspondence confidential if you wish it. Address James F. Cox, P.O. Box 212, Anchorage, Ky.

Salesman

Sales manager, topflight salesman with 8 years experience in all phases of radio. Have knowhow to increase your billings. Want sound proposition. College graduate. Best of references. Box 308D, BROADCASTING.

Experienced salesman, I have an outstanding record on both network and independent stations in small and metropolitan markets. I am at present managing a 250 watt station, but will be available January 1 for a sales job with a well established station in a good market. Married. 43 years old. Best of references. Box 375D, BROADCASTING.

Salesman - newscaster. Experienced, married, ambitious. Net-indie background. Charles Perron, KAAA, Red Wing, Minn.

What station can use a good sales manager who not only knows sales, but programming, production and continuity, as well as management. Write, wire Box 505, Lexington, N. C.

Announcers

Announcer, 23, single, 1½ years experience, know board, copy and accounts, will travel. Box 264D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-salesman. Ambitious, willing, able. Experienced, married, civic minded. Box 377D, BROADCASTING.

Experienced announcer, sportscaster, play-by-play. Just finished football season large market. Capably handle basketball, baseball, professional only, young, married. Box 303D, BROADCASTING.

Deep resonant voice, graduate radio school and six months on station as announcer and operator. $50 week minimum. Prefer midwest. Box 305D, BROADCASTING.

Announcer-console operator. Have studied with professionals and had on-air experience in interview, news and disc jockey shows. Will travel—willing to let audition recording and resume sell me for reasonable starting salary. Please write, Box 328D, BROADCASTING.

You need a salesman and I'd like to be it. Also experienced newscaster. Box 378D, BROADCASTING.

Look! I have a disc, a photo that are falling apart on the shelf. I'm terrific at 22, immediately available anywhere and am a college grad. References on request. Box 337D, BROADCASTING.

Experienced, authoritative news, disc jockey, remotes. Mature, will travel. Disc, photo, references available. Need permanent position with secure future. Box 348D, BROADCASTING.

Experienced sports announcer. Play-by-play in football, baseball and basketball. University graduate. Immediately available. Tape recording, photo on request. Box 349D, BROADCASTING.

Sportscaster — Ten years experience both play-by-play and reporting. Presently employed for four years by 5000 watt NBC affiliate doing sports, news, special events and interviews. 29, married, car, pilot's license. Details without obligation. Request personal audition be requested. Box 357D, BROADCASTING.

Wanted — Announcer - continuity job. Twenty-one, single, presently employed, 3½ years college training as speech major. Six months experience. Any location. Disc, photo available. Box 358D, BROADCASTING.

Experienced combination man available. Seven years in radio, two at CBS outlet, 1st class phone. Heavy announcing and control. Go anywhere. Box 360D, BROADCASTING.

Announcer. 20 months experience. Now employed in regional station. City of 100,000. Good staff man. Topnotch news. Box 363D, BROADCASTING.

Sportscaster - announcer, experienced play-by-play, currently employed. Desires change. Box 364D, BROADCASTING.

Salesman. Happy now but they're cutting staff. Unless you've a permanent opening I'm not your man. Box 379D, BROADCASTING.

Announcer, no formal experience, but one year's voice training. Fast learner. Will relocate anywhere, but east coast preferably. Very anxious to obtain job in radio—how about a break. All replies answered promptly. Box 384D, BROADCASTING.

Experienced staff announcer, morning man—music director, can handle all phases of broadcasting to your liking. Hard worker, ambitious, sober, reliable. Family man, now employed. Desire change to southwest, Colorado, but all offers considered, answered. Box 386D, BROADCASTING.

Announcer, two years well rounded commercial experience, including New York vicinity. Not reaching for the moon. Just want to prove my worth to an established organization. Married, available immediately. Box 387D, BROADCASTING.

5 years radio experience—disc, music, sales, kiddie, interview, news. Former continuity director, large Pennsylvania market. Disc, photo, upon request. Box 392D, BROADCASTING.

Announcer, experienced vet, single, dependable. Prefer south. Photo, disc available. Box 394D, BROADCASTING.

Position wanted as staff announcer. Experience all phases including play-by-play. Strong on news. Disc available. Box 396D, BROADCASTING.

Situations Wanted (Cont'd)

Personality deejay-announcer, 27, single, presently employed leading 5kw watt New England network affiliate seeks better permanent position with more air time topnotch disc shows, light comedy, inane chatter or phone conversations, but intelligently presented programs based on thorough knowledge music, records, top Hoopers, high mail response. Four years experience college man. Excellent clean cut appearance. Absolute sobriety, reliability. Writes good, live copy. Box 398D, BROADCASTING.

Announcer-engineer, need steady job, 18 months training. Seven months experience. Married, sober. Will travel. Available immediately. James Dwyer, WLIP, Kenosha, Wisc.

Announcer, 3½ years experience college station, single. News, special events, disc shows, staff. Available January 1. Wallin Karlson, 8411 Jamaica Ave., Woodhaven, N. Y.

Sportscaster-engineer. 3 years major sports. Football, basketball, baseball, boxing, rodeos. Tape of live broadcasts available. Satisfaction guaranteed. 38 months chief engineer present location. Construction, maintenance, supervision. Available immediately. Mack McCreary, Box 202, Jacksonville, Texas.

Engineer-announcer, 1st class license. Photo, disc upon request. A. W. Persons, 700 Quincy St., N. W., Wash. 11, D. C.

Graduate leading announcers' school, Radio City, New York asks for initial start. Strong news, DJ, sports, ad libs and some writing. Good on commercial readings. Opportunity more important than salary. Married, will travel. Emiel E. Vercolen, 418 Humboldt St., Rochester 10, N. Y.

Announcer, small network outlet, anywhere. High recommendations last employer. Substantial salary, experience main objective. Disc available. R. W. Whittemore, 9524 Bruce Dr., Silver Spring, Md.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894C, BROADCASTING.

Engineer, first phone license. Experienced transmitter and control board operation. Single, car. Box 193D, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-telephone license, class A amateur license, 38 months studio and transmitter experience (including 5 and 50 kw). Box 96D, BROADCASTING.

Engineer, first class telephone license. Amateur, inexperienced. Any offer considered. Box 323D, BROADCASTING.

Holder of first class phone. No experience, vet, married. Willing to travel. Box 327D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 336D, BROADCASTING.

Engineer, experience in transmitter and control room operation. Prefer New England or New York state. Box 339D, BROADCASTING.

Engineer-announcer. Experienced. Wants work in south. No reasonable offer refused. Box 350D, BROADCASTING.

Engineer, first phone license desired, transmitter operating job. Some AM-FM experience. Willing to travel. Box 351D, BROADCASTING.

Engineer, first phone, experience AM-FM, 50 kw NBC affiliate, 50 kw New York independent station, associate IRE, married, 29, veteran. Box 362D, BROADCASTING.

First class phone license. Three months transmitter experience. Box 366D, BROADCASTING.

Desire engineering position. Formerly at KMMJ, Grand Island, Nebr. Will travel. Box 370D, BROADCASTING.

Engineer, degree, 10 years experience, 7 as chief, licensed. Box 381D, BROADCASTING.

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

Experienced engineer, veteran, 3, married, first phone active ham, will travel and settle. Own car, available immediately. M. O. Scruggs, 4313 Cass, Dallas, Texas. H8-5283.

Situations Wanted (Cont'd)

Presently employed as chief. Seven years in radio. Have built two 1 kw one which was a directional. Also have increased power of 3 kw FM to 10 kw. Graduate CREI. 507 Pine St., Atlantic, Iowa.

Engineer, 1st class radiotelephone. Will travel. Desire permanent position. Technical school graduate. Joseph Kolb, 1812 Second Ave., N.Y.C.

Engineer—First phone, desires position with radio station. Will consider any location. Age 21. Married. Write or call Sam Seldon, 111 Center St., Sioux City, Iowa. Phone 55677.

Production-Programming, others

Program director-newscaster, 10 years experience in all phases of programming and announcing with major market network stations, my references will more than back me up. Box 398D, BROADCASTING.

Promotion manager. Five years solid experience in highly competitive markets. Family man, excellent record, outstanding references. Wide experience in all other phase of station operation including sales and programming. Box 201D, BROADCASTING.

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

News editor-program director, 8 years experience all phases, competent, reliable, sober, interview or e.t. Box 178D, BROADCASTING.

Programming, production, administration plus plenty air ability makes top program director. 7 yrs. experience. Prefer midwest, east. Available immediately. Box 288D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Three years, programming, announcing, selling, ideas, sober, reliable, everything answered. Box 304D, BROADCASTING.

Program director, experienced independent and network, excellent record, top references, wants good opportunity. Programs increase sales, listening audience. Network quality voice, can do all types shows, own specialty shows. Details references, disc on request. Please state salary. Box 320D, BROADCASTING.

Newsman—Three years commercial radio experience. Thoroughly experienced reporting, news writing, editing, announcing. Wants job eastern metropolitan area. 25, married, college graduate. Currently employed as news editor. Box 335D, BROADCASTING.

Young woman desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

News Editor experienced in writing local and wire copy. High ranking Missouri University journalism graduate. Reporter on daily newspaper. Was secretary five years. Studied radio speaking. Box 355D, BROADCASTING.

Situations Wanted (Cont'd)

Copywriter-announcer who can turn out volume copy that sells. Married, no children. Western states preferred. Let me send you sample of my work. Box 356D, BROADCASTING.

Combination continuity writer-director women's activities. Want some air time. Can build women's and children's shows that will sell. Box 359D, BROADCASTING.

Ambitious young journalist, experienced reporting, editing, good appearance, voice for newscasting, seeks radio or television news spot. College honor graduate. Fluent, concise writer. Prefer midwest. Box 365D, BROADCASTING.

Want an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Television

Technical

TV engineer, graduate American Television Institute of Technology. B.S.T.E. First class phone. Naval electronics experience. Excellent references. Desire position in TV broadcasting. Box 383D, BROADCASTING.

Technical director for progressive station or agency. Currently employed in metropolitan TV operation. Experienced with camera, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, arena contests, etc. Box 987c, BROADCASTING.

Production-Programming, others

Hollywood-New York experience all phase production of television, films. Valuable asset to agency television department or station. College graduate. References, age 25, single, will relocate. Box 393D, BROADCASTING.

TV production or TV studio engineering. 3 years Navy radar. 2 years TV studio equipment design. 2 years TV station. 18 years theater, all phases. 2 years engineering draftsman and designer. Rm. 207K, 1105 Larkin St., San Francisco 9, Calif.

For Sale

Stations

For sale, New York city area AM station, $125,000. Broker. Box 830c, BROADCASTING.

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

Radio station—Long established station in prosperous Pacific Coast metropolitan city with excellent prospects. Owner retiring because of health. $22,500 cash, full price. Principals only. Box 338D, BROADCASTING.

Western New York area AM station for sale. Good market. Moderate down payment, reasonable terms. Selling because of other commitments. Box 382D, BROADCASTING.

For Sale (Cont'd)

For sale, new 250 watt unlimited. City over 100,000 1940 census. Great Lakes area. Box 389D, BROADCASTING.

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

Equipment, etc.

Five (5) portable Twin-trax (Amplifier Corporation of America) tape recorders, used as demonstrators. Cost $335.00, will sell for $150.00, net each. One new Twin-trax in original factory package, $225.00, net. Box 340D, BROADCASTING.

One Collins 12Z-3 four-channel remote amplifier; used very little on tape recorder demonstration. Cost $425.00; will sell for $350.00. Box 341D, BROADCASTING.

Four E. F. Johnson lighting filters #172-9-2, immediate delivery, cost $125.00; will sell four for $100.00 each. Box 342D, BROADCASTING.

Two (2) VL-1D; two (2) UL-1D Radio Music reproducer heads, new at 30% off broadcasters net. Box 343D, BROADCASTING.

Bargain in UTC transformers; over 25 standard types high quality broadcast transformers at 60% off list. Box 344D, BROADCASTING.

For sale, RCA 1 kw transmitter. Fair condition. Very reasonable. A. James Ebel, Radio Station WMBD, Peoria, Ill.

(Continued on page 73)

Situations Wanted

Announcers

South and southwest managers, attention! Available on notice after Jan. 1 ONE OF NATION'S TOP FOLK WESTERN DJ'S. 2000 pieces commercial mail per week. 12 years exp. 250-50,000 watts. Best refs. Live talent MC and pitch. Family man. Sober, sincere, reliable. Handle all chores. BOX 352D, BROADCASTING.

Production-Programming, others

What will $90.00 a Week Buy?

1. TWELVE YEARS of diversified Radio experience-Farm and Program
2. DOCUMENTED sales record on the air
3. PROVEN audience builder
4. SUCCESSFUL time salesman
5. OUTSTANDING background in promotion

Available as pd, farm director, announcer or any of above. Write Box 366D, BROADCASTING.

Situations Wanted (Cont'd)

A PROFIT PLUS COMBINATION

HERE ARE TWO MEN WITH 25 YEARS OF SOLID, STABLE RADIO EXPERIENCE, READY TO PUT YOUR STATION IN THE NUMBER ONE SPOT IN YOUR TRADE AREA. *COMPLETE* BACKGROUNDS INCLUDE SALES, PROMOTION, PROGRAM, PRODUCTION AND FARM EXPERIENCE. WRITE FOR DETAILS TO SEE EXACTLY WHY THIS IS THE PROFIT PLUS COMBINATION DESIGNED TO PULL YOUR STATION UP BY THE BOOTSTRAPS. BOX 367D, BROADCASTING.

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

WANTED: SALES ENGINEERS

A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive, sales-minded individuals. One area includes the Mid-Atlantic States and one the Central Mid-Western States. A thorough knowledge of technical broadcasting and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good income are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of country in which you would prefer working. These are permanent positions for the men who qualify and produce. Reply to Box 368D, BROADCASTING.

$25,000.00 Opportunity

Well established broadcaster offers aggressive radio man capable of taking over management opportunity to purchase control of excellent fulltime station for $25,000. Balance financed over several years. This is an unusual situation for the right man or partners.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold E. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

XUM

give to anyone in radio-tv

BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with BROADCASTING • TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on attached handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions will start with December 26 issue.

Remember, when you give BROADCASTING • TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

at Special Christmas rates . . . 1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

PLEASE SEND BROADCASTING 1950 YEARBOOK AS MY GIFT

1 for $7.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

2 for $13.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

3 for $19.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

4 for $25.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

5 for $30.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

6 for $35.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

7 for $40.00
☐ V IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

8 for $45.00
☐ V IF RENEWAL
Firm .....
Firm .....
Address .....
City ..... Zone ..... State ..
Sign gift card: .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING

NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

☐ $ _____ enclosed ☐ Bill me later

Signed .....

Firm .....

Address .....

FORUM FOR '50
Advertisers To Meet Jan. 27

AN even greater attendance than last year is predicted for the second annual Advertising Workshop sponsored by the Advertising Club of Grand Rapids, Mich., by its president, Wesley Aves, in announcing "Forum for '50" at the Pantlind Hotel in Grand Rapids on Jan. 27.

Last year, he said, the first forum drew more than 300 advertising and merchandising executives from Michigan, Indiana, Ohio, Wisconsin, Illinois and New York. It is expected representatives from more states will be attracted to the second forum.

Purpose of the workshop is to preview to the advertising, merchandising and marketing executives the blueprint of future plans in the fields as drawn up by the country's advertiser leadership. At the same time, the businessman can obtain ideas to project into his enterprise the latest developments in advertising and related fields, Mr. Aves said.

Sessions will open with a welcome breakfast and continue through to an evening dinner meeting. Among those scheduled as featured speakers are: Fairfax Cone, chairman of the board, Foote, Cone & Belding; George S. McMillan, vice president, Bristol-Myers Co.; Harold J. McCormick, sales promotion manager, Hot Point Inc.; William A. Marsteller, vice president, Rockwell Mfg. Co.; Henry Hoke, publisher of *The Reporter* of Direct Mail Adv.; Dr. Kenneth Dameron, professor of business organization, Ohio State U., and director of the National Committee on Consumer Relations in Advertising; Elon G. Borton, president of Advertising Federation of America, and Col. Rhys Davies, British political and business analyst.

CLASSIFIEDS (Cont'd)

For Sale (Cont'd)

10 kw BTF-10B FM transmitter and 3 bay BF-3B super turnstile antenna. RCA. Used just long enough to iron out the bugs. Can deliver immediately. Make offer. (Might sell 10 kw amplifier portion only.) A. R. Moler, KMBC, Kansas City, Mo.

For sale, 250 ft. extra heavy IDECO self-supporting tower with top hat. A. James Ebel, Radio Station WMBD, Peoria, Ill.

For sale—Two RCA 44BX microphones with desk stands, used few times only. New less than year. Original cost $160.00. Price $75. One RCA radio-microphone (walkie talkie suitable for man-on-the-street, etc.) Type BTP-1A with crystal for 26.17 mc. Used only few times, new 7 months ago. Three sets of extra tubes and batteries. Original cost $238.05. Cash $170.00. WRSW, Warsaw, Indiana.

For Sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

For Sale—Complete and modified model 24-B W.E.1 and 5 kw transmitter. Two crystal oscillators with ovens. Has power transformers throughout. Two water cooled 343-As in push pull in final. In service, but available February 1, 1950. Price $10,000. KGVO, Missoula, Montana.

One 3 kw GE FM transmitter 99.1 mc type BT-3-B; one 2 bay GE FM circular antenna type BY-2-B; one 278 ft. self-supporting American Bridge tower with 22 ft. antenna support, complete with A-3 lighting unit and 40 ft. 1⅝" Seal-O-Flange transmission line, dry air compressor. Make us an offer. Station WDOS, Oneonta, N. Y.

Wanted to Buy

Stations

Will buy local AM station, New Jersey or New York. Information confidential Box 354D, BROADCASTING.

Wanted, by young radio executive local or regional station, state lowest price, best terms. Best references. Box 397D, BROADCASTING.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

RMA Names Clement

LEWIS M. CLEMENT, engineering and research director of Crosley Division, Avco Corp., has been appointed chairman of the Radio Mfrs. Assn. receiver section's executive committee, according to Dr. W. R. G. Baker, director of the Engineering Dept. of RMA. Mr. Clement succeeds Dorman D. Israel, executive vice president of Emerson Radio & Phonograph Corp., New York, who resigned after directing the receiver section two years ago.

SCALPED to an "I" is Bill Denton, KWSC Pullman, Wash., sportscaster who predicted on his nightly program over the 5 kw State College of Washington station that the Washington State Cougars would lose to their traditional rivals, U. of Idaho Vandals. Returning home with a 35-13 victory, five members of the Cougars squad invaded KWSC's studios and added Mr. Denton's hair to their trophies. The "I" is for Idaho, or as Mr. Denton said: "In this racket a guy can use an 'I' in the back of his head."

ALLIED RADIO
FTC Rules on Tube Ads

ALLIED RADIO Corp., of Chicago, has been directed by Federal Trade Commission to cease misrepresenting the number of "fully functioning tubes" in radio sets sold by the firm. Challenged advertisements were used prior to July 1947, according to FTC.

The order specifically requires the corporation to cease and desist from representations that its radio sets contain a number of tubes "when one or more of the tubes referred to are tubes or other devices which do not perform the recognized and customary functions of radio receiving sets in the detection, amplification and reception of radio signals." The commission found that one of the tubes was advertised as a "rectifier" which did not perform the abovementioned functions. Other charges contained in the complaint against Allied were not sustained by the record, FTC added.

KWWL Ex-Staffer Sues

AL LAVAL, former staff member of KWWL Waterloo, Iowa, has named Ralph J. McElroy, KWWL general manager, as defendant in a back overtime pay action suit filed Nov. 19 in Waterloo District Court. Mr. Laval asks approximately $800 in back overtime pay plus an equal amount in damages, interest, costs of the action and attorney's fees. Suit covers period from Nov. 1, 1947, until July 16, 1949.

KSMA Santa Maria, Calif., joins Southern California Broadcasters Assn. as 45th member.

NEWS EXCHANGE
Set by Missouri AP Group

MEMBERS of the Missouri Assn. of Associated Press Broadcasters have voted to exchange news between them and protect AP by collect telephone calls.

Meeting to discuss mutual problems, the radio men agreed that their greatest challenge lay in protecting the cooperative on news from their areas. They agreed to call collect on stories of interest to other state members, and to call the St. Louis or Kansas City AP bureaus for the association's protection.

Re-elected president at the meeting was Bruce Barrington, KXOK St. Louis news director; Jim Monroe, KCMO Kansas City, was re-elected vice chairman.

Guest speaker was Merrill Chilcote, managing editor of the St. Joseph *News-Press* and chairman of the Missouri AP newspaper members continuing study committee.

Motorola Trains

MOTOROLA Inc., Chicago, radio, TV, communications equipment, has spent $85,000 so far in a comprehensive sales training program for more than 8,600 retailers across the nation. Program was developed by Walter H. Stellner, vice president in charge of merchandising, and Ellis L. Redden, director of advertising, sales promotion and training.

more DIALERS per DOLLAR

put KROD to work for you

- CBS OUTLET
- 600 ON YOUR DIAL
- 5000 WATTS
- SOUTHWEST NETWORK

● As a time buyer, you are interested in the best "buy" for the money in the rich El Paso market. That's KROD —CBS regional outlet, Key Station of the Southwest Network, far-west link of the Lone Star Chain.

RODERICK BROADCASTING CORP.

●

Dorrance D. Roderick
President

Val Lawrence
Vice-Pres. & Gen. Mgr.

Represented Nationally by Taylor-Borroff & Company, Inc.

KROD *Your Southwestern Salesman*

EL PASO • TEXAS

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

They Love Us in Alberta

Opening the huge stack of mail every morning at KDYL is always a pleasure, but even our office girl was thrilled by a recent letter from Brocket, 'way up in Alberta, Canada, ordering a product advertised on "The Old Corral."

A thoughtful postscript said, "'The Old Corral' is the finest program there is. We listen to it every morning."

What more do we need to say?

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

KTFI PROMOTION

Ruled Conflict With P.O. Laws

PROMOTION stunt of the treasure-hunt type as proposed by KTFI Twin Falls, Ida., has been held in conflict with postal regulations by Roy C. Frank, acting solicitor of the Post Office Dept., on the ground that the element of chance is present and that time and effort spent in window-shopping constitutes "consideration."

KTFI proposed to have merchants display gifts in windows a week before the treasure hunt day, according to Florence M. Gardner, manager. Street addresses and phone numbers would have been picked to match the total number of gifts displayed by each merchant.

It was planned to have a portion of a house or phone number placed in a window beside each gift on treasure hunt day. Window shoppers would have gone into stores upon finding a portion of their home or phone number, receiving the gift if such was the case.

The post office opinion said, "The winning of a prize in this plan depends upon chance. The element of consideration is also present, in the substantial expenditure of time and effort involved in visiting the various stores in order to ascertain whether one has been selected to receive a prize. The plan is accordingly in conflict with Section 36.6 postal laws and regulations, 1948, and all matter relating thereto is nonmailable."

On All Accounts

(Continued from page 16)

national spot business on the Johnson Wax account, Rayve Shampoo, Pillsbury Mills, Carlings Ale, Hoover Vacuum Cleaner, Santa Fe Railroad, Pure Oil, Wilson & Co., and Chicago Motor Club.

Before joining R. J. Potts in Kansas City early this fall, Mr. Brewer had spent several months on WNBQ Chicago's television sales staff, and, prior to NBC-TV's midwest inaugural, had done considerable part-time writing and directing for WBKB (TV) Chicago, when the Balaban & Katz TV station was an experimental outlet. He also was the producer and director of *Musically Yours*, a transcribed radio recruiting program for the Fifth Army.

In Kansas City, he is handling radio or television for Butternut Bread, Braniff Airways, Forum Restaurants, American Beauty Macaroni, Cook Paint & Varnish, Mid-Continent Petroleum, Muehlebach Brewery, and Union Wire Rope.

Bill's full name is William Jewett Brewer—the middle name being his mother's maiden name. His maternal grandfather, the late E. C. Jewett, was president of the State Bank of Woodstock, founder of the McHenry County (Ill.) Title and Trust Co., and a northern Illinois patriarch. Bill last July married Virginia Sherman, auburn-haired Chicago model who has appeared on the television show *Paradise Island*. He is a photographer of professional rank, but prefers to call this his chief hobby.

ON behalf of Montana's Historical Library, Gov. John Bonner (l) accepts transcriptions of the 1949 state legislative sessions and a copy of the *Legislative Highlight* booklet from Paul Hatton, manager of KXLJ Helena. Since its inception, KXLJ has broadcast the biennial sessions and also has issued the legislative booklet. KXLJ fed all broadcasts to the Z Network, giving state-wide coverage.

WWSW CHANGES

Now on 970 kc With 5 kw

SUPPORTED by an extensive publicity campaign, WWSW, Pittsburgh independent, increased its power from 250 w to 5 kw on Nov. 27, Pete Schloss, general manager, reports. City's Mayor David L. Lawrence pressed the button putting the station's new, modern transmitter on the air at the new frequency of 970 kc.

Mr. Schloss reported the new equipment, designed by Glenn D. Gillett & Assoc., consulting engineers, will broaden the sports and music station's coverage to more than 2 million listeners. Changeover took place during a quarter time break in the Pittsburgh Steelers-Philadelphia Eagles professional football broadcast when listeners were told to switch from the old frequency of 1490 kc to the new 970 kc. Local campaign promoting WWSW's change utilized newspapers, transit ads, window displays, book match covers, labeled pennies, and other advertising media. WWSW, founded in 1932, is affiliated with the *Pittsburgh Post Gazette*.

IPANA ADS

FTC Order Omits Agencies

AN ORDER calling on Bristol-Myers Co., New York, to cease misrepresenting its Ipana Tooth Paste in radio commercials and other media advertising was issued last Tuesday by Federal Trade Commission.

Simultaneously, the commission dismissed a complaint against Pedlar & Ryan Inc. and Young & Rubicam Inc., two New York agencies which handled the Bristol-Myers advertisements in question.

Representations banned in the FTC order include claims of therapeutic value for Ipana in mouth treatment; lack of gum stimulation in food diets; use of the product by and recommendations of U. S. dentists to their patients, and unqualified use of the word "massage."

In dismissing the complaint against the two agencies, FTC held that "in exercise of sound discretion" Pedlar & Ryan and Young & Rubicam "at all times acted under the direction and control of Bristol-Myers, their employer, with whom rested the final authority for such advertising." The cease-and-desist order would serve to eliminate these practices at their origin, the commission added. Findings did not specify stations or programs used.

Feature

(Continued from page 16)

station is pleased to report. Sis announcements on his show pulled 9,806 requests for a sample of Sight Savers, a cleaning tissue for eyeglasses.

Cowles Publications used 12 big-power stations in various markets to promote their new magazine, *Quick*, by offering free samples. Forty percent of all requests pulled by the 12 stations came from listeners to Mr. Sterling, WCBS reports.

Last summer McKesson & Robbins had Mr. Sterling offer free samples of Tartan sun-tan lotion on his show. After three mentions of the offer, 7,900 listeners wrote in.

WCBS hopes that Mr. Sterling's anniversary will be only the first of many.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Johnstone-Montei
CROCODILE TEARS
On Records: Eddy Howard—Mer. 5325; Tex Williams — Cap. 57-40253; Doris Day — Col. 38638; June Carter—Vic. 21-0142; Red Perkins — King*; Evelyn Knight-Hoagy Carmichael—Dec. 24821.
On Transcriptions: Eddy Howard—World; Lawrence Welk—Standard.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 68)

ecisions Cont.:

CC General Counsel—Granted petition for extension of time to file proposed findings of fact and conclusions of law in proceeding on applications of rescent Bay Bestg. Co., Santa Monica, if. et al; time extended to 12-8-49.

(By Examiner Fanney Litvin)

WTRF Bellaire, Ohio—Granted petition for continuance of hearing scheduled in Washington 12-15-49 on application of WTRF for CP; hearing continued to 2-14-50 in Washington.

(By Examiner Leo Resnick)

WRIB Providence, R. I.—Granted motion for leave to amend application to change tower site specified in application for mod. CP to present location shown on license, and to specify geographical coordinates.

(By Examiner J. Fred Johnson)

The First National Bank of Montgomery and Margaret Covington Miller, executors of estate of G. W. Covington, Jr., deceased (WGWD) Gadsden, Ala.—Granted petition for indefinite continuance of hearing on application for renewal of license scheduled November 28 in Gadsden, Ala. and for leave to amend application to specify new program plans; hearing continued until further order.

(By Examiner Jack Blume)

Twentieth Century-Fox of Calif. Inc., San Francisco—Granted petition for leave to amend application to show death of Richard Spier, one of officers and directors, and to reopen record in proceeding for CPs for TV stations in San Francisco, Calif., et al.; it is further ordered that record in this proceeding is reopened for limited purpose of incorporating therein by reference so much of amendment as discloses fact of demise of Richard Spier and upon such incorporation by reference, record is then closed.

WDAS Bestg. Station Inc., Associated Users, Inc.—Granted joint petition insofar as it requests continuance of hearing on application of Radio Reading Inc., Reading Pa., scheduled 12-5-49; hearing continued to 1-9-50, at Washington.

(By Comr. Walker)

WCUM Cumberland, Md.—Granted motion for extension of time to Dec. 30 to file exceptions to initial decision.

November 29 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

Glenn West, Portland, Ind.—CP new AM station 1440 kc 250 w D AMENDED request 500 w DA.

Modification of CP

WHYN Holyoke, Mass.—Mod. CP change frequency etc. for extension of completion date.

KPHO-TV Phoenix, Ariz.—Mod. CP new TV station for extension of completion date to 5-27-50.

WFMY-TV Greensboro, N. C.—Same 6-2-50.

License for CP

KIFN Phoenix, Ariz.—License to cover CP new AM station.

WSFL Springfield, Mass.—Same.

KERG Eugene, Ore.—Same.

WCNC Elizabeth City, N. C.—License to cover CP change frequency.

WQXI Buckhead, Ga.—License to cover CP increase power etc.

License Renewal

Applications for license renewal filed by following stations: KWSD Mt. Shasta, Calif.; KCKN Kansas City, Kan.; KRMD Shreveport, La.; WAIR Winston-Salem, N. C.; WFBG Altoona, Pa.; WHAR Clarksburg, W. Va.

APPLICATION RETURNED

Lincoln County Bestrs. Inc., Libby, Mont.—RETURNED Nov. 25 application for CP new AM station 1230 kc 250 w unl.

November 30 Decisions . . .

BY A BOARD

License Renewal

The following stations were granted renewal of licenses for period ending Aug. 1, 1952: WDNE Elkins, W. Va.; WBML Macon Ga.; WVOS Liberty, N. Y.; WCHV and Aux., Charlottesville, Va.; KYUM Yuma, Ariz.; WWON and Aux. Woonsocket, R. I.; WBAX Wilkes-Barre, Pa.

License Extension

Licenses of following stations were extended on temp. basis for the period ending March 1, 1950: KPMO Pomona, Calif.; WMEX Boston; WGAR (and aux.) Cleveland; KMPC Los Angeles; WJR (and aux.) Detroit; WTUX Wilmington, Del.; KDB Santa Barbara; KGB San Diego; KHJ (and aux.) Los Angeles; KFRC (and aux.) San Francisco; WBAL Baltimore; KXXL Reno, Nev.; WDEL Wilmington, Del.; WPDQ Jacksonville, Fla.; WCHS Charleston, W. Va.; KEYY Pocatello, Ida.; WSNY Schenectady; WGWD Gadsden, Ala.; KHOZ Harrison, Ark.; KXLR No. Little Rock; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KORA Bryan, Tex.; WINK Fort Myers, Fla.; KOB Albuquerque; KTXJ Jasper, Tex.; WMRO Aurora, Ill.; WJVA South Bend, Ind.

WKEU Griffin, Ga.—Present license further extended on temp. basis to March 1, 1950.

KBYR Anchorage, Alaska—Same.

KPOA Honolulu, T. H.—Same.

License Renewal

WAZF Yazoo City, Miss.—Granted renewal of license for period ending Feb. 1, 1952.

KASA Elk City, Okla.—Granted renewal of license for period ending Aug. 1, 1952.

KOCA Kilgore, Tex.—Same.

WBIR Knoxville, Tenn.—Same.

KNGS Hanford, Calif.—Granted renewal of license for period ending May 1, 1952.

KXXX Colby, Kan.—Same.

WIKK Erie, Pa.—Granted renewal of license for period ending Nov. 1, 1951.

KFFA Helena, Ark.—Same.

WKBR Manchester, N. H.—Granted renewal of license for period ending Aug. 1, 1952.

KRAL Rawlins, Wyo.—Same.

KAVR Havre, Mont.—Same.

WSKI Montpelier, Vt.—Granted renewal of license for period ending Aug. 1, 1952.

WMOX Meridian, Miss.—Same.

KVMA Magnolia, Ark.—Granted renewal of license for period ending May 1, 1952.

License Extension

WVNJ Newark, N. J.—Present license extended on temp. basis to March 1, 1950.

License Renewal

KOAL Price, Utah—Granted renewal of license for period ending Feb. 1, 1952.

Petition Granted

WJOL Joliet, Ill.—On petition of A. J. Felman, granted extension of time to Jan. 15, 1950 for achieving compliance with Sec. 3.109 of rules, and ordered that temp. license be further extended to March 1, 1950.

Time Extended

KARK Little Rock, Ark.—Ordered that the time for achieving compliance with Sec. 3.109 of rules be extended to Jan. 15, 1950, and station's license was further extended on temp. basis to March 1, 1950, pending compliance with Sec. 3.109.

Hearing Designated

Desert Bestg. Co., Palm Springs, Calif.—Designated for hearing in Washington Feb. 8 application for new station 1000 kc 1 kw unl. DA-N, and ordered that KOMO Seattle and Orange Empire Bestg. Co., permittee KZYZ Redlands, Calif., be made parties to proceeding.

WKCT Bowling Green, Ky.—Designated for hearing in Washington Feb. 7 application for CP to change from 1 kw D to 500 w-N, 1 kw-D, unl. on 930 kc, install DA-N, and ordered that WBCK Battle Creek, Mich., and WSLI Jackson, Miss., be made parties to proceeding.

KXLR No. Little Rock, Ark.—Designated for hearing application for CP to change from 1450 kc 250 w unl. to 1150 kc 1 kw-N, 5 kw-D, unl. DA-N and change trans. and studio location, in consolidated proceeding with applications in Doc. 9429 et al. at time and place to be set.

Action Set Aside

KYES Treasure State Bestg. Co. Inc., Butte, Mont.—Ordered that Commission's action of Oct. 14 denying application for extension of completion date be set aside and designated for hearing Jan. 11, 1950, in Washington. (Permittee was authorized new station 610 kc 1 kw unl. DA-N).

Extension Denied

KVNE Pleasant Valley Bestg. Co., Oxnard, Calif.—Denied application for mod. CP for extension of completion date, informed applicant that if he requests hearing within 20 days, denial will be set aside pending outcome.

Modification of CP

KGEM Boise, Ida.—Granted mod. CP make changes in DA.

Hearing Designated

WINS New York — Designated for hearing Jan. 5 in Washington application for extension of completion date for CP as mod. which authorized change in frequency, power and hours, install new trans. and DA. Action of October 14 denying said application was set aside.

Petition Granted

WHDH Boston and WXKW Albany, N. Y.—Granted petition of WHDH insofar as it requests designation for hearing of application of WXKW Albany, N. Y., for mod. CP; denied insofar as it requests designation for hearing of application for license. Further ordered that application be designated for hearing in consolidated proceeding with application of WHDH and KOA Denver.

Hearing Designated

WKOP Binghamton, N. Y.—Designated for hearing in Washington application for CP change from 750 kc 1 kw D to 1360 kc 1 kw-D, 500 w-N, DA-N, unl. and made WHBY Green Bay, Wis. party to proceeding.

Suspends Operation

WMMJ Peoria, Ill.—Granted authority to remain silent for period of 60 days from Oct. 23 pending reorganization and refinancing of station.

SSA Extended

KOB Albuquerque, N. M.—Granted extension of SSA for operation on 770 kc with 50 kw-D, 25 kw-N, to Jan. 1, 1950, and final action on said application is withheld pending further consideration and disposition of motion of American Bestg. Co. Inc. for denial of application of KOB's application for extension of SSA.

(Continued on page 76)

Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W • 590 Kc

WMAZ MACON 10,000 W • 940 Kc

WTOC SAVANNAH 5000 W • 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by **THE KATZ AGENCY, INC.**

SALESMAN WANTED

Immediate opening in 5 kw. network affiliated station located in one of south's best metropolitan markets. Merchandising and marketing experience preferred but not absolutely essential. Excellent opportunity for advancement into key sales executive job. Good salary. Send complete details and picture to

BOX 400 D, BROADCASTING

HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and inclosed Solaria—Salt Water Baths in rooms—Garage on premises. Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management

Exclusive Penna. Ave. and Boardwalk

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"HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND

MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER MOLINE, ILL

FCC Actions

(Continued from page 75)

Decisions Cont.:

License Renewal

Following FM stations were granted renewal of licenses for period ending Dec. 1, 1952: KFOR-FM Lincoln, Neb.; KYSM-FM Mankato, Minn.; WDBQ Dubuque, Iowa; WEXL-FM Royal Oak, Mich.; WHVA Poughkeepsie; WJEJ-FM Hagerstown; WMUN Muncie; WPAY-FM Portsmouth, Ohio; WPIC-FM Sharon, Pa.; WSJS-FM Winston-Salem; WSM-FM Nashville; WSOC-FM Charlotte, N. C.; WWST-FM Wooster, Ohio; WOPT Oswego, N. Y.; WWHG-FM Hornell, N. Y.

WKJG-FM FortWayne, Ind.—Granted renewal of license for period ending Dec. 1, 1950.

WPLH-FM Huntington, W. Va.—Granted renewal of license for period ending Dec. 1, 1951.

WRAK-FM Williamsport, Pa.—Same.

WRAL-FM Raleigh, N. C.—Same.

WSAV-FM Savannah, Ga.—Same.

WFMF (FM) Chicago—Same.

WFHA-FM New Britain, Conn.—Granted temp. extension of license to March 1, 1950.

KPRC-FM Houston, Tex.—Same.

WFMN-FM Alpine, N. J.—Granted further temp. extension of license to March 1, 1950.

WXLW-FM Indianapolis—Same.

WPEN-FM Philadelphia—Same.

WEEI-FM Boston—Present license extended to March 1, 1950.

WMOH-FM Hamilton, Ohio—Present license extended to March 1, 1950.

WSRK-FM Shelbyville, Ind.—Same.

KUOA-FM Siloam Springs, Ark.—Granted renewal of license to Dec. 1, 1950.

KTEM-FM Temple, Tex.—Same.

WEWS-FM Cleveland—Granted renewal of license to Dec. 1, 1951.

WSTV-FM Steubenville, Ohio—Granted renewal of license to Dec. 1, 1952.

Following FM stations were granted mod. of terms of present authorizations:

WCOD (FM) Richmond, Va.—To change ERP from 46 to 34 kw.

WELI-FM New Haven, Conn.—To change from Class B to Class A station; change frequency from 107.9 mc (Channel 300) to 92.1 mc (Channel 221); change power from 20 kw to 870 w; ant. height from 500 ft. to 100 ft.

WMLL (FM) Evansville, Ind.—To change ERP from 20 kw to 50 kw; ant. from 280 ft. to 230 ft.; cond.

WJIZ (FM) Hammond, Ind.—To change ERP from 8.8 kw to 9.3 kw.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

KDNT-FM Denton, Tex.—To change ERP from 730 w to 760 w; ant. from 290 ft. to 270 ft.; cond.

KSMB-FM Santa Maria, Calif.—Granted renewal of license for period ending Sept. 1, 1952.

Extended present licenses of following on temp. basis to March 1, 1950: KHJ-FM Los Angeles; WNDR-FM Syracuse, N. Y.; KA-3427 Albuquerque Bcstg. Co., Albuquerque, N. M.; KM2XBD KM2XBA KM2XCY, Don Lee Bcstg. System, Los Angeles; KA-3428 KA-3429, Balaban & Katz Corp., Chicago; KCA-61 and nine others, Allen B. DuMont Labs., New York; KA-3435 KM-2XBB, Paramount Television Productions Inc., Los Angeles; WBKB (TV), Balaban & Katz, Chicago; WABD (TV), Allen B. DuMont, New York; KE2XCV, General Electric, Syracuse; KS2XAP, Sarkes Tarzian, Bloomington, Ind.; KG2XAQ and four other developmental stations, Westinghouse Radio Stations Inc.; KDKA-FM, KYW-FM and WBZ-FM, Westinghouse Radio Stations Inc. FM stations at Pittsburgh, Philadelphia and Boston, respectively; KE2XDO, Jamaica Radio Television Co., Jamaica, Long Island, N. Y.

ACTIONS ON MOTIONS
(By Commission en Banc)

Oral arguments heretofore scheduled Dec. 9 continued to Dec. 19 on following: WCPO Cincinnati, Queen City Bcstg. Inc., Cincinnati, and WLAP Lexington, Ky; WMMJ Peoria, and Lincoln Bcstg. Co., Springfield, Ill.; Manistee Radio Corp., Manistee, Mich. and Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.; Texas Star Bcstg. Co., Dallas, Tex., and KTRH Houston, Tex.

(By Examiner Hugh B. Hutchison)

FCC General Counsel—Granted petition to continue indefinitely hearing scheduled Dec. 12, at Clearwater, Florida, on application for consent to transfer control of Clearwater Bcstg. Co. Inc. (WCLE Clearwater, Fla.)

Lamar County Bcstg. Co., Paris, Tex.—Granted petition for leave to amend application for CP to specify 500 w in lieu 1 kw; accepted amendment.

WHGB Harrisburg, Pa.—Granted petition for leave to amend Exhibit F, Sec. V of application for CP by substituting 10 revised pages of Exhibit F, prepared by its consulting radio engineers, in order to correct certain errors now appearing in present Exhibit F attached to application.

(By Examiner Basil P. Cooper)

KCNC Fort Worth, Tex.—Granted motion for continuance of hearing on application and that of James H. Sligar, Wichita Falls, Tex. from 12-1-49 to 2-20-50 at Washington.

(By Examiner J. D. Cunningham)

WBUD Trenton, N. J.—Granted motion for extension of time to Dec. 13 to file proposed findings of fact in proceeding on its application and that of WTNJ Trenton, N. J.

(By Examiner Leo Resnick)

KXLJ Helena, Mont.—Granted petition to accept its late appearance in proceeding on application for renewal of license, scheduled Dec. 13 at Helena.

November 30 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Mendocino Bcstg. Co., Ukiah, Calif.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1490 kc.

AM—1440 kc

WJPG Green Bay, Wis.—CP change from 810 kc 500 w D to 1440 kc 500 w unl DA-N.

License for CP

KSTN Stockton, Calif.—License to cover CP new AM station.

KCHA Charles City, Iowa—Same.

WWSW Pittsburgh—License to cover CP change frequency etc.

KTRM Beaumont, Tex.—Same.

WDBJ-FM Roanoke, Va.—License to cover changes in existing station.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new TV station for extension of completion date to 3-1-50.

KTTV (TV) Los Angeles—Same to 6-30-50.

WOSU-FM Columbus, Ohio—Mod. CP new noncommercial educational FM station for extension of completion date.

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

WDMG-FM Douglas, Ga.—Same.

KNX-FM Hollywood—Same.

KWCO Chickasha, Okla.—Mod. CP new AM station to specify DA-N, change trans. and studio sites.

FCC ROUNDUP

New Grants, Transfe Changes, Applications

Box Score

SUMMARY TO DECEMBE

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hea
AM Stations	2,078	2,030	200		330	30
FM Stations	744	481	320	*9	49	3
TV Stations	94	25	86		354	33

*5 on air

* * *

NON-DOCKET ACTIONS . . .

AM GRANTS

Watertown, Wis.—Watertown Radio Inc., granted 1580 kc, 250 w day; estimated cost $16,937. Principals: Albert B. Gale, onetime 10% owner and secretary-treasurer WMLO Milwaukee, pr ident 31.25%; John Yeo, owner Pla Theatre, Palmyra, Wis., secretary treasurer 37.5%; and Carl V. Kol announcer-salesman at WEXT M waukee, 31.25%. Granted Nov. 30.

Caruthersville, Mo.—Pemiscot Bcs Inc., granted 1370 kc, 1 kw day; es mated cost $16,854. Pricipals: C. Baird, owner and manager real esta president 21.5%; William R. Sm former newscaster KBOA Kennett, M vice president 24%; James Floyd Pe terson, secretary and manager Chan of Commerce, secretary-treasurer 9 James Eric Taylor, part owner Tayl Sand and Gravel Co., 21.5%; Emm F. Smith Jr., program director, 10 Sanford J. Willis, chief engine WJMW Athens, Ala., 14%. Grant Nov. 30.

Charlotte Amalie, St. Thomas, Vi gin Islands—Radio American W Indies, granted 1230 kc, 250 w fulltim estimated cost $13,350. This is seco station authorized for Virgin Island Principals: Edward Moore Vicker chief engineer WVCG Coral Gable Fla., 65%; Raymond Earl Higdon, al with WVCG, 20%; Hazel Vickers, 19 Granted Nov. 30.

KDON Santa Cruz, Calif.—Grant power increase from 1 kw to 5 kw 1460 kc fulltime, change directiona antenna. Granted Nov. 30.

WMBL Morehead City, N. C.—Gran ed switch from 740 kc to 1280 kc, op ating 1 kw day. Granted Nov. 30.

KWEW Hobbs, N. M.—Granted pow increase from 100 w to 250 w, on 14 kc fulltime. Granted Nov. 30.

FM Grant

St. Paul, Minn.—Northwestern Vo tional Institute, granted new noncom mercial educational FM station. C 206 (89.1 mc), power 10 w; estimat cost $8,945. Granted Nov. 30.

TRANSFER GRANTS

WDAD Indiana, Pa.—Granted tran fer of control of Indiana Bcstrs. Inc licensee, for $45,000 from Paul J. a Alice L. Short, sole owners, to Thom son K. Caseell, WDAD manager a 26% owner WCHA Chambersburg, Pa and 24% owner WLEA Hornell, N. Y and members of his family. Grant Nov. 30.

WCHS Charleston, W. Va.—Gran assignment of license for $650,000 fro Charleston Bcstg. Co. to The Tier

TENDERED FOR FILING

AM—1240 kc

KBYR Anchorage, Alaska—CP change studio site to Spenard.

Modification of License

WGBI Scranton, Pa.—Mod. license change hours from sharing with WQAN Scranton (Contingent on WQAN changing to 630 kc).

Extension of SSA

KWBU Corpus Christi, Tex.—Extension of SSA for 1030 kc 50 kw from sunrise at Boston to sunset Corpus Christi for 12 mo.

December 1 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for license renewal: KIST Santa Barbara, Calif.; WWGS Tifton, Ga.; KGEM Boise, Ida.; WJPR Greenville, Miss.; WKOZ Kosciusko, Miss.; KRJF Miles City, Mont.; WUSJ Lockport, N. Y.; KBND Bend, Ore.; WCDT Winchester, Tenn.; KFYO Lubbock, Tex.; KXRO Aberdeen, Wash.; KREM Spokane, Wash.; WSB-TV Atlanta, Ga.; WHIO-TV Dayton, Ohio; KING-TV Seattle.

Modification of CP

Following FM stations filed applications for extension of completion dates: WGCH Greenwich, Conn.; WRGK Brookfield, Ill.; WTQS Evanston, Ill.; KDTH-FM Dubuque, Iowa; WMIN-FM St. Paul; WERC-FM Erie, Pa.; KTSA-FM San Antonio, Tex.; WLOW-FM Norfolk, Va.; WCOD Richmond, Va.; KSLH St. Louis.

WAMS-FM Wilmington, Del.—Mod. CP change ERP to 22.5 kw, ant. height to 297 ft. above average terrain.

TENDERED FOR FILING

AM—1260 kc

KSMI Seminole, Okla.—CP change from 500 D to 1 kw unl. and change site to near Wewoka, Okla., install DA-DN (Contingent on grant of transfer bid).

PRESTO

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Paramus, New Jersey

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THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

headed by Lewis C. Tierney, one-
e operator of WBTH Williamson,
Va., and director of extensive coal
ning interests. Firm is controlled
Tierney family. Charleston Bcstg.
controlled by John A. Kennedy and
wife who now reside in San Diego,
lif., where he has acquired 51% in-
rest in San Diego Journal. WCHS
signed 5 kw on 580 kc. Granted
v. 30.

KEVA Shamrock, Tex.—Granted as-
nment of license from J. C. Howell,
al Montgomery and Lester Camp-
ll to Albert Cooper. Mr. Cooper pays
4,97 to Mr. Montgomery, $200 each
Mr. Howell and Mr. Campbell, rep-
senting their investments in station.
VA assigned 1580 kc, 250 w day.
anted Nov. 30.

KBUR-AM-FM Burlington, Iowa—
anted acquisition of control of li-
nsee, Burlington Bcstg. Co., by
rlington Hawk-Eye Co. for $60,000.
oup of eight to sell 240 sh which is
distributed. Paper is controlled by
es P. and Sidney F. Harris and
mily which also is identified in own-
ship of KSAL Salina, Kan. [BROAD-
STING, Oct. 31]. Messrs. John and
ney Harris already hold 200 of total
sh in KBUR. Station assigned 1490
250 w. Granted Nov. 30.

KHBR Hillsboro, Tex.—Acknowl-
ged Nov. 30 receipt of notification
m licensee, Hill Country Bcstg. Co.,
assignment of license from R. W.
yer, W. N. Furey and Ross Bohan-
n to William S. Snowden and Ross
Bohannon, approved by FCC July
[BROADCASTING, July 25], was
consummated because of financial
erses. Present owners to continue
eration.

Deletions . . .

ne television and four AM authori-
ions deleted by FCC. AM dropouts
e first of year total 42, FM 178, TV
Deletions, effective dates and rea-
s follow:

KUVU (TV) Portland, Ore.—Video
g. Co., CP Nov. 22. Forfeited by
ial of request for extension of
mpletion date.

WLBF Leesburg, Fla.—Lake Bcstg.
license Nov. 25 (Effective June 23).
nsolidated with WEUS Eustis, Fla.,
WLBE Leesburg under ownership of
el Hunter [BROADCASTING, June

KECW Mayaguez, P. R.—Electronics
p of Puerto Rico, license Nov. 23
ffective Oct. 23). Licensee withdrew
s license renewal hearing involving
nership and technical issues.

WFTW Fort Wayne, Ind.—Fort Wayne
stg. Inc., license Nov. 22. Licensee
rchased WKJG there [BROADCAST-
NG, Nov. 7].

WTLS Baltimore—Radio-Television of
altimore Inc., CP Nov. 21. Permittee
pres to devote attention to WAAM
(TV) there. Will build AM station later.

New Applications . . .

AM APPLICATIONS

Mabel, Okla.—David M. Segal, 790
, 1 kw daytime; estimated cost
00. Applicant is owner KTFS Tex-
ana, Tex., and WGVM Greenville,
ss. Filed Nov. 30.

Ironton, Ohio—David W. Jefferies,
20 kc 100 w fulltime estimated cost
75. Applicant is in charge of techni-
l and program operations for WESB-
M-FM Bradford, Pa. Filed Nov. 29.

Welch, W. Va.—Pocahontas Bcstg.
1150 kc, 1 kw day; estimated cost
,214. Pricipals: Howard R. King,
ief engineer WBRW Welch, president
%; Samuel Sidote, Maitland, W. Va.,
ce president 10%; Dewey C. Brad-
rry, supervisor of maintenance, Mc-
well County Board of Education,
cretary-treasurer 20%. Filed Nov. 29.

Mena, Ark.— R. B. Bell, 1450 kc, 250
fulltime; estimated cost $13,390. Ap-
icant manages own property. Filed
ov. 30.

Summerville, Ga.—Tri-State Bcstg.
910 kc, 1 kw day. Principals: E. C.
sterfield, retail clothier, president
%, and William B. Farrar, manager
mute studios at Summerville of
LAQ Rome, Ga., and in insurance and
al estate businesses, secretary-treas-
er 50%. Filed Dec. 1.

Corning, N. Y.—Corning Leader Inc.,
50 kc, 250 w day; estimated cost
,738. Corning Leader is licensee
KVP-FM Corning and WELM Elmira,
Y. Filed Dec. 1.

Hood River, Ore.—Oregon-Washing-
n Bcstrs., 1340 kc, 250 w fulltime;
incipals: C. H. Fisher, 50% owner
GN Eugene, Ore., owner Tower
ilers and Erecting Co. and 50% owner
H. Fisher & Son, Tower Sales
mpany; and C. O. Fisher, 50% owner C.
Fisher & Son. Filed Dec. 1.

TRANSFER REQUESTS

KSMI Seminole, Okla.—Assignment of license from Seminole Bcstg. Co. to KADA Bcstg. Inc., operator of KADA Ada, Okla., for $27,500. Seminole is owned by Tom Potter, Texas oil man and owner of KBTV (TV) Dallas and part owner of KDET Center, Tex. KADA Bcstg. is owned by Dr. C. C. Morris, retired preacher, and members of his family. Contingent upon FCC approval of transfer, application was filed seeking authority to move KSMI from Seminole approximately eight miles to point near Wewoka and to increase power and hours of operation from 500 w, daytime only, to 1 kw fulltime, directional. Authorities said there would be "slight" overlap between KSMI and KADA. KSMI, Mutual outlet, is on 1260 kc; FCC was asked to consolidate contingent fulltime application with two applications for 1260 kc at Hutchinson, Kan., which are set for hearing Dec. 19. Filed Nov. 28.

KPIX (TV) San Francisco—Assignment of license from The Associated Bcstrs. Inc., to KPIX, Inc., newly formed subsidiary. Filed Dec. 1.

Colorado City Bcstg. Co., Colorado City, Tex.—Assignment of permit for new station on 1320 kc to new partnership of same name but substituting one new partner. John Blake withdraws $425 equal interest to devote time to managership of KPAN Hereford, Tex. His interest is assumed by Clint Formby, commercial manager KSNY Snyder, Tex., who will be manager of new station. Marshall Formby and Eldon B. Mahon retain interests. Filed Dec. 1.

KBYR Anchorage, Alaska—Assignment of license from Keith Capper to Paul Allen Odlaug, receiver named by Third District Court at Mr. Capper's request. Station is part of assets of Keith Capper Enterprises which was voluntarily placed in receivership July 11 to protect assets of organization, application said, explaining that primarily action was initiated against Mr. Capper's theatre-restaurant. Filing of this suit precipitated action by other creditors, it was said. KBYR assigned 250 w on 1240 kc. Filed Nov. 30.

WJPD Ishpeming, Mich.—Acquisition of control of Ishpeming Bcstg. Co., licensee, by James P. Deegan, owner of 198 of total 200 shares, through purchase of three shares held by Bernard Maloney individually. Value of stock is $100 par. WJPD assigned 250 w on 1240 kc. Filed Nov. 29.

WBEX Chillicothe, Ohio—Transfer of control of Shawnee Bcstg. Co., licensee, from D. C. Summerford (122 sh), J. Harry Callaway (66 sh) and F. A. Dieringer (112 sh) to Walter A. Graham and James E. Graham, owners WWGS Tifton, Ga., 26% each; Ivan Kulbersh and Murray Marcus, assistant managers Kulbersh's Dept. Store, Tifton, and Wilkie A. Nieghbors, each 16%. Consideration $68,000. WBEX assigned 250 w on 1490 kc. Filed Nov. 28.

CBS STAGE HANDS

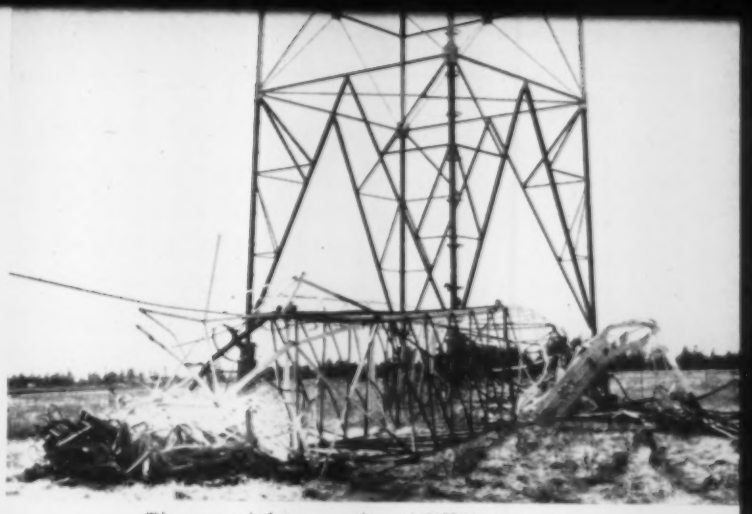
IBEW Seeks Action on Coast

STORM warnings centered around CBS-TV Hollywood last week as International Brotherhood of Electrical Workers sought what it termed "overdue" action on working and wage conditions of stage employes in CBS studios B and C.

In a letter to Ned Marr, network West Coast attorney, Roy Tindall, business manager, Local 45, IBEW, stated that "no acceptable terms" had been made between the network and the union since the latter had become negotiating agent for the ten stage men involved June 3, 1949 (men receive 75 cents an hour and have no regulation of working hours).

Mr. Tindall concluded by saying that situation is one that must be corrected at this time "even if it requires drastic measures."

Union seeks a wage that will at least equal that of similar placed television employes who receive $52.50 weekly. It further desires regular conditions — eight hour day, five day week with three weeks vacation, enjoyed by network engineers.



The crumpled top portion of KHQ's tower

NORTHWEST WINDS

KHQ Tower Snapped; KOMO Silenced Briefly

KHQ Spokane again is operating at full power on a quarter-wave antenna after a high velocity winds snapped the 826-foot tower almost in half. The accident happened after 4 a.m. on Sunday, Nov. 27, at the height of the storm. The nearby municipal air field recorded a wind velocity of 85 miles per hour 100 feet in the air about the time the top of the tower crashed to the ground.

Although the antenna snapped at practically the exact halfway mark, the station was left with the quarter-wave length type antenna used by the majority of broadcast stations. KHQ Chief Engineer John Walker said continued operation was possible because the tower had been designed to be half as tall as its wave length was long.

"We couldn't have built a quarter-length antenna more accurately if it had been measured," Mr. Walker said. "As a result, we have very little change in coverage." Four-hundred-and-thirty-feet of the tower still stands. Only five hours and 10 minutes of air time was lost before the engineering staff restored service, Mr. Walker said. He explained the major delay in getting the station back on the air was due to repairs to the feed-line connecting the transmitter with the antenna. The falling section of the tower landed squarely atop the coaxial cable connecting transmitter and tower.

Richard Dunning, president of KHQ, said studies will be made to determine whether a new tower will be necessary or if a new top can be added. He said the tower is fully covered by insurance. It was erected in 1936 by Louis Wasmer, owner of KHQ at that time. Cost of repairing or replacing the tower has not been determined, Mr. Dunning said.

The wind storm also forced KOMO Seattle off the air for 13 minutes on Nov. 26. Daytime outlet, KBRC Mt. Vernon, was given special permission by the FCC to continue Sunday night throughout the Skagit Valley flood emergency.

LIBERTIES GROUP

Urges FCC Action on Richards

THE FCC was urged last week by the American Civil Liberties Union to speed a hearing date on pending charges of news bias made more than a year ago against G. A. Richards, owner of KMPC Los Angeles. In March 1948, the Radio News Club of Hollywood alleged Mr. Richards slanted news against the late President Roosevelt, his family and minority groups.

A letter, signed by Dr. John Haynes Holmes, ACLU board of directors chairman, and Thomas Carskadon, ACLU Radio Committee chairman, was delivered to FCC Chairman Wayne Coy. It asserted the continued postponement of public hearings would shake public confidence in the Commission as the "guardian of the public interest."

The ACLU also asked the FCC to consider the transfer by Mr. Richards of his radio properties, now pending before the Commission, only after it disposes of the charges made against him. Also under consideration are license renewal applications of KMPC, WGAR Cleveland and WJR Detroit, all Richards' stations, and an application to transfer control to three trustees. A motion for deletion of these issues has been filed by Mr. Richards' counsel, the ACLU pointed out.

Thomas A. Williams

THOMAS A. WILLIAMS, the "Old Dirt Dobber" of the CBS *Garden Gate* program, died last Tuesday morning in a Nashville hospital following a heart attack. Mr. Williams first took the air over WLAC Nashville in 1932. Since that date, his broadcasts grew into a weekly coast-to-coast CBS feature on nearly 200 stations. Mr. Williams is survived by his wife, Edna; daughter, Peggy Jean, three sisters and a brother.

At Deadline...

FCC ASKED TO PROBE NETWORK, RMA FM ROLES

RESPONSIBILITY of networks, set manufacturers and FCC itself for FM's "lack of success" should be brought into open by FCC, according to petition filed with Commission by Frank U. Fletcher, attorney, secretary and co-owner of WARL-FM Arlington, Va., across Potomac River from Washington. Mr. Fletcher is member of NAB board of directors representing FM.

WARL-FM petitioned FCC Friday to call hearing on proposed rule requiring additional FM operating hours and full duplication of AM schedules.

Networks and set makers are giving their non-AM attention and promotion to TV, WARL-FM charges, with FM to be saddled with higher operating costs and no increase in revenue, under proposed rule. Petition said:

> There is no doubt that the FCC, through Ex-Chairman Charles R. Denny, encouraged all AM broadcasters to get into the FM field, and without delay, both at the Chicago meeting of the NAB in 1946 and the Atlantic City meeting in 1947. Less than four years later, and before the FM industry had had a chance to develop, Chairman Wayne Coy said practically the same thing about television.

FCC should hold hearing at which all facts could be brought out, WARL-FM contends, including desirability of amending network rules in regard to furnishing of service to non-associated FM stations in same markets as AM network affiliates.

WARL-FM contends FCC's proposed rule was issued at insistence of FM Assn. which is said to represent less than half of FM stations and which is due to be absorbed by NAB.

NABET LOSES NBC CASE

NABET LOST to NBC Friday afternoon arbitration award which upheld network's right to take TV feed of WOR-TV New York's *Twenty Questions*, sponsored by Ronson, although engineers originating show in WOR studios not NABET members. Union claimed origination violated its NBC contract providing members had right to originate all NBC-TV remotes. Had NABET won, NBC-TV would have had to make substitution Saturday in 8-8:30 p.m. time bracket occupied by show.

TUBE OUTPUT SOARS

PRODUCTION of receiving tubes increased sharply in autumn, according to Radio Mfrs. Assn. October's output of 24,353,631 tubes nearly 5 million over same month in 1948 and 3 million over September of this year. Of October tube output, 18,920,740 were for new sets, 4,400,156 for replacements, 773,452 for export and 259,283 for government agencies. Due to summer slack, 10-month tube production of 151,034,194 tubes was below figure for 10 months of 1948 when total was 164,331,340 tubes.

KWKW PASADENA SOLD

SALE of KWKW Pasadena, Calif., for $57,500 to John H. Poole, owner KSMA and KSMB (FM) Santa Maria, Calif., reported in application filed at FCC Friday. Sellers, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, fortnight ago received FCC consent to purchase KAGH and KARS (FM) Pasadena from Andrew G. Haley, Washington radio attorney, for $90,000 on condition they dispose of KWKW, 1 kw daytimer on 1430 kc [BROADCASTING, Nov. 21].

TWO PETITIONS FILED FOR THEATRE TV

TWO NEW petitions for hearing to allocate frequencies for theatre television service filed with FCC Friday. One submitted by American Theatres Corp., operator of 47 motion picture houses in New England, particularly Boston area; others filed by Neighborhood Theatre Inc., which operates 45 in Virginia.

American Theatres Corp., headed by President Samuel Pinanski of Theatre Owners of America, is theatre TV pioneer in New England through its Pilgrim Theatre in Boston. ATC said it "would plan vastly to expand its efforts if the Commission authorized adequate facilities for such a service."

Like similar requests by other theatre groups in past weeks, petitions hailed theatre TV as opportunity for broader public service, extension of television service, and expansion of program fare, and as means of mass training and education in event of national or local emergency. They were filed by Marcus Cohn and Bernard Koteen of Washington law firm of Cohn & Marks.

PROGRESS IN NEGOTIATIONS WITH DESIGNERS CLAIMED

ALTHOUGH strike of 72 television set and costume designers at ABC, CBS, DuMont and NBC networks and at WPIX (TV) New York continued into twelfth day today (Dec. 5), union and management were reporting progress in efforts to settle dispute. Negotiations, broken off Nov. 23, resumed Thursday and further meeting is scheduled today.

Parties came together when Rudy Karnolt, business manager of union, Local 829, United Scenic Artists, AFL, asked Martin Lacey Sr., president of AFL Central Trades of New York, to intervene. Mr. Lacey appointed his son, Martin Lacey Jr., to act as mediator in effort to bring two sides together. Latter arranged meeting Thursday. Union originally seeking parity in wages with designers in other lines, understood willing to settle for less.

NBC RECEIVES CITATION

EDUCATION WRITERS ASSN. awarded NBC citation "for outstanding interpretation of education to public." Floyd Taylor, director of American Press Institute, Columbia U., was chairman of award committee.

CARLINGS COMMENTARY

CARLINGS Inc., Cleveland (ale), sponsoring Bjorn Bjornson, commentator, on WTOP Washington, CBS outlet, six five-minute periods weekly. Mr. Bjornson had been with NBC since 1941. Agency, Leo Burnett, Chicago.

DuMONT DAYTIME SERIES

DuMONT TV Network will cable *The Shoppers Matinee*, two-hour daytimer, to inland affiliates starting Dec. 12. Show fashioned so inland stations can sell spots locally. Program to be aired 2-4 p.m.

WILL HONOR STANTON

FRANK STANTON, CBS president, to be initiated Dec. 9 into Alpha Delta Sigma, national honorary marketing fraternity, at New York Advertising Club.

MERGER OF TV GROUPS INTO NATIONAL BODY SEE

MERGER of Independent Television Prod... Assn., New York, and Television Prod... Assn., Hollywood, into national body fore... as mid-December reality Friday by Irvin ... Sulds, newly-elected president of eastern g... and Mal Boyd, president of West Coast or... zation.

Mr. Boyd on Friday mailed propos... merger to Hollywood board, while ... New York board had already approved, ... officers meanwhile starting coordinated ... for public acceptance, with Mr. Boyd to ... regularly with Mr. Sulds and ITPA boa... New York, and to handle Coast producers ... lems by correspondence.

Closed Circuit

(Continued from page 4)

remote control operation of FM transm... by AM stations to cut technical overh... Several stations hold if authorization is ... forthcoming, alternative will be to turn in ... permits. More than 300 FM permits or ten... tive authorizations have been turned in s... 1946.

ALL FOUR networks submitting my... shows to Helbros Watch Co., New Y... through Dorland Inc., New York. Deci... expected early this week. Helbros has be... sponsoring *Quick as a Flash* on MBS for ... three years.

LIGGETT & MYERS (Chesterfields) thro... Newell-Emmett Co., New York, negotiat... for full sponsorship of Cubs' games on WI... Chicago and Midwest Baseball Network (co... posed of 35 stations). Games sponsored ... past five years by Old Gold Cigarettes a... Walgreen Drug Co.

SIGNS that swift pickup in output of rec... ing sets is not mere flurry are seen by ma... facturers in high-level production of tubes a... parts. Set makers predict pace will cont... into January, when post-holiday doldrums ... mally appear.

DANCER - FITZGERALD - SAMPLE, N... York, recommending spot announcement ca... paign as well as network show for 1950 adv... tising plans to Falstaff Brewing Corp., ... Louis.

AMERICAN TOBACCO Co., New Y... (Lucky Strike cigarettes), through BBDO, N... York, all but completed negotiations for ho... long dramatic television show, starring R... ert Montgomery, to be presented every ot... week, beginning in January. Network pr... ably will be NBC-TV.

CANDY manufacturer currently negotiat... with Martin Stone Assoc. for sponsorship ... television show, *Americana*, featuring A... Grauer. Show formerly sponsored by F... stone Tire & Rubber Co.

PERSONAL PRODUCTS Corp., Milltow... N. J., shopping for network television sh... for its Yes cleansing tissues. Agency, N. ... Ayer, Philadelphia.

WLS Chicago board of directors underst... to have approved expenditure of $25,000 ... single station promotion next year, nati... square dance contest similar to that conduc... successfully in Chicago last summer. Sum o... not include internal station costs, which w... be charged off to overall operation expens...

Teamed for SERVICE

PHIL EVANS

KEN PARSONS

BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828 People*

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY